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## NEWS RELEASE

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Ministry of Forests and Range

### **B.C. WOOD ENHANCES CHINA'S LANDSCAPE**

SHANGHAI – Qingdao is the location of a new, \$125,000 landscape project, which demonstrates creative new uses of B.C. hemlock and western red cedar products, Forests and Range Minister Pat Bell announced today on his trade mission to China.

“There is an enormous number of innovative business opportunities for us in China,” said Bell. “This park is our second landscaping demonstration project in China, featuring pressure-treated outdoor products made up entirely of B.C. coastal wood. This represents a new market for treated outdoor wood products that could be worth up to \$1.5 billion by 2010, and we intend to pursue these opportunities vigorously.”

The Qingdao landscape project will be constructed in Zhongshan Park, the oldest and largest urban park in the city, and a destination that attracts over four million visitors per year. China's landscaping market has grown rapidly as a result of the government's desire to increase urban greening, a trend that began during the lead up to the 2008 Beijing summer Olympics.

“We are tremendously supportive of projects such as this, as they allow us to showcase the durability, suitability and beauty of B.C. wood products directly to Chinese customers,” said Rick Jeffery, CEO of the Coast Forest Products Association and chair of the Canada Wood Group.

The Qingdao project involves contributions from several partners. Forestry Innovation Investment (FII) China will provide pressure-treated hemlock and western red cedar from coastal B.C. to create walkways, decking and seating. The preliminary design calls for about 20,000 board feet of hemlock and about 17,000 board feet of western red cedar. Canada Wood Group is supporting the project with materials co-ordination, training and technical seminars aimed at increasing the understanding and use of B.C. outdoor wood products.

China's demand for treated softwood lumber products has increased more than 80 per cent annually over the last seven years from 5.4 million board feet in 2000 to 339 million board feet in 2007.

The first landscape project partnership between B.C. and China – the Guangdong-British Columbia Pacific Gateway Park – was officially opened in Guangdong, China earlier this year. Research by Forestry Innovation Investment Ltd. and the Canada Wood Group has identified 20 cities across China most likely to use imported treated wood in landscaping.

Photos from the China trade mission are available online in the Ministry of Forests and Range media room <http://www.for.gov.bc.ca/pab/media/>.

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