

CARREFOUR
INTERNATIONAL DU
International Timber Tradeshow

Carrefour International du Bois

With its 100% timber concept, the Carrefour International du Bois is the only trade show of its kind in Europe. Organised by Atlanbois (the Association for the Promotion of Timber for the Pays de la Loire Region) and the Nantes – Saint Nazaire Port Authority, the event attracts great interest both in France and abroad. It has established itself as the leading trade show amongst timber professionals, bringing together over 500 exhibitors and almost 10,000 trade visitors from 60 countries over the course of three days.

The exhibitors at the Carrefour du Bois are companies working in first and second timber processing, trade and distribution. French and foreign sawyers, board manufacturers and traders/importers alone represent over half of the exhibitors, followed by secondary processing companies and manufacturers of flooring and building products.

The Timber Technologies & Solutions area – there is always a solution with timber

The trade show supplies an ideal setting to keep up with new products and innovations in the construction industry, with the Timber Techniques & Solutions area attracting professionals keen to adopt sustainable timber-based solutions.

As Pierre Piveteau (Piveteau Bois), the president of the Carrefour du Bois, explained: "The type of raw material has changed a lot. There has been a steady shift towards machined, seasoned, planed, semi-finished products and we have now advanced to the next stage, with products in pre-assembled kits and all the construction solutions. The purpose of the Timber Techniques & Solutions area is to showcase these innovations."

Visitors to the show are buyers of primary or secondary processed timber products, distributors, furniture manufacturers, traders, joiners and craftsmen, not forgetting quantity surveyors, architects, design firms and the building trade.



Smart meetings

During the three days a host of events run alongside the trade show – there were almost 30 conferences, AGMs and internal meetings in 2008 – making this an extremely important event for decision makers and for the entire French and European timber industry.

The high standard of conferences in the Timber Techniques & Solutions area attracted an audience that was avid for information and to exchange views. Speakers included Hermann Kaufmann (the 2007 winner of the International Sustainable Architecture Prize), who spoke about the key principles of ecology, sustainability and simplicity. Visitors were also able to meet Konrad Merz, the Swiss engineer, who is another leading figure in the field and a renowned expert in minimalist and economical architecture.

Ecology, timber and the show

The Grenelle de l'Environnement (French environmental round table), the energy-climate plan and Fonds Chaleur (renewable heat fund) are just some of the many forces driving increased environmental awareness. The green revolution is well and truly under way, with timber blazing the trail and this momentum is clearly evident at the trade show, not only amongst the products exhibited, but also within the organisation of the show itself. In keeping with the material it promotes, the Carrefour International du Bois is wholly committed to the concept of eco-design. Its goal is to set a precedent for other trade shows and keep the environmental impact of the event down to a minimum. What is called for is a pragmatic approach that embraces steady and continual improvement in industry practice.

A sponsorship well suited

The Carrefour du Bois is sponsoring the Small Business of the Year category at the 2009 TTJ Awards. This suits it well as the majority of the companies at the Carrefour are small- to medium-sized and the maximum size for an individual stand is 36m², allowing for smaller companies to be on an equal footing with larger competitors. As the exhibitors point out: "We are amongst colleagues, and it allows us to meet and exchange views in a family-like atmosphere."

The hope is also that the link with the Awards will help to further cement cross-Channel timber relations.

The 2010 Carrefour International du Bois will take place from June 2-4 at the exhibition park "La Beaujoire" in Nantes, France. For more information, please visit the website www.timbershow.com

