



# WOOD PRODUCTS & TECHNOLOGY

SCANDINAVIA'S BIGGEST TRADE FAIR AND MEETING PLACE FOR EVERYONE WHO PROCESSES OR WORKS WITH WOOD

**28-31 AUGUST 2018**

Swedish Exhibition & Congress Centre, Gothenburg



## FOCUS AREAS

- BUILDING WITH WOOD
- FURNITURE, INTERIORS AND CARPENTRY
- SAWMILL SOLUTIONS
- PRODUCTION AND DIGITISATION
- FORESTRY TECHNOLOGY
- RESEARCH AND NEW MATERIALS



# MEET THOUSANDS OF BUYERS WHO PROCESS OR WORK WITH WOOD

WOOD PRODUCTS & TECHNOLOGY IS THE SCANDINAVIAN VENUE for exhibiting, face-to-face meetings, and spreading knowledge about the virtually inexhaustible uses of wood.

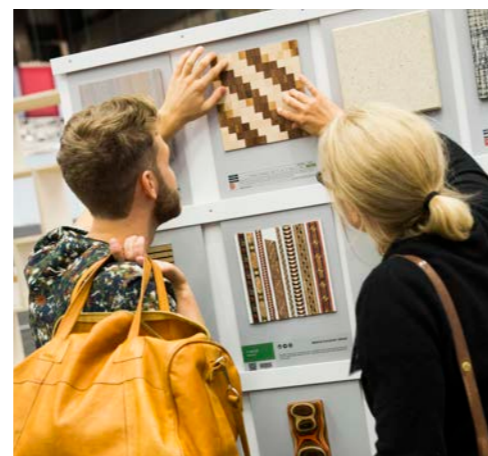
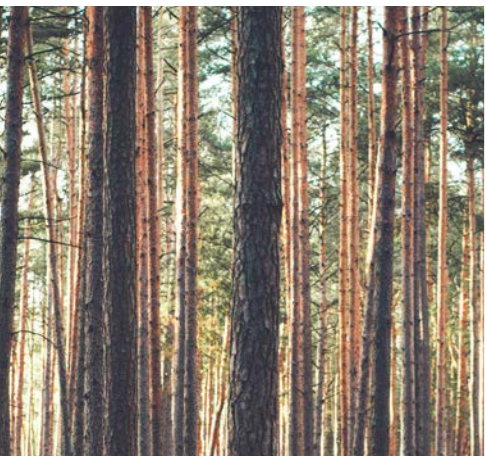
It is the place where trade and industry, politicians, suppliers and academia meet to do business and preach the benefits of wood as the material of the future.

Wood Products & Technology offers a unique opportunity for everyone who works with wood to get up to speed on the new technologies, find the most effective solutions and gain inspiration from seeing how other companies, both large and small, are making progress in the market place. As an extra bonus, key people from all the various sectors that process or use wood will be discussing the scope and future of wood.

## TOMORROW'S SOLUTIONS, NEW TECHNOLOGIES, THE ROAD TO THE BIO-ECONOMY

The wood industry has huge potential – financially, climatically and design-wise. Everything that we do today using fossil raw materials, we can do with wood. Wood provides boundless possibilities – industrial construction, bioenergy, biocomposites, biofuels, textiles, transparent wood, nanocellulose, feed for fish farming, smart packaging, pharmaceuticals – the list is almost endless. Wood Products & Technology 2018 will focus on developing initiatives in the following areas:

- Building with wood, industrial building
- Furniture, interiors, carpentry
- Production and digitisation
- Research and new materials
- Bioenergy
- Forestry technology
- Skills development, education



## WELCOME TO THE VENUE COVERING EVERYTHING FROM FORESTRY TO BIOCOMPOSITES.

The Wood Products & Technology trade fair and meeting place includes virtually every aspect of wood and its uses – from forestry, sawmilling, production, furniture making and exporting to building in wood, research, and creating new materials. No other venue is as effective in bringing together all the people who develop, promote or work with wood. In short, the event provides a great opportunity for concrete, face-to-face dialogues with the leading and most important buyers in a professional and business generating setting.

### YOU WILL STRENGTHEN YOUR BRAND

You will gain status-by-association when you are seen among the wood industry's key players and leading suppliers.

### YOU WILL MEET CUSTOMERS AND PROSPECTS IN AN ACTIVE BUYING PROCESS

All of 77% of visitors at Wood Products & Technology advise or decide on purchasing matters and are looking for new suppliers.

### YOU WILL BE IN THE RIGHT PLACE TO DO BUSINESS

You will meet thousands of decision-makers and buyers from the entire wood industry.

### YOU WILL DO MORE BUSINESS IN FEWER DAYS

You will meet hundreds of new customers and prospects. And save time and money on sales meetings.

### YOU WILL ENHANCE YOUR RELATIONSHIPS WITH EXISTING CUSTOMERS

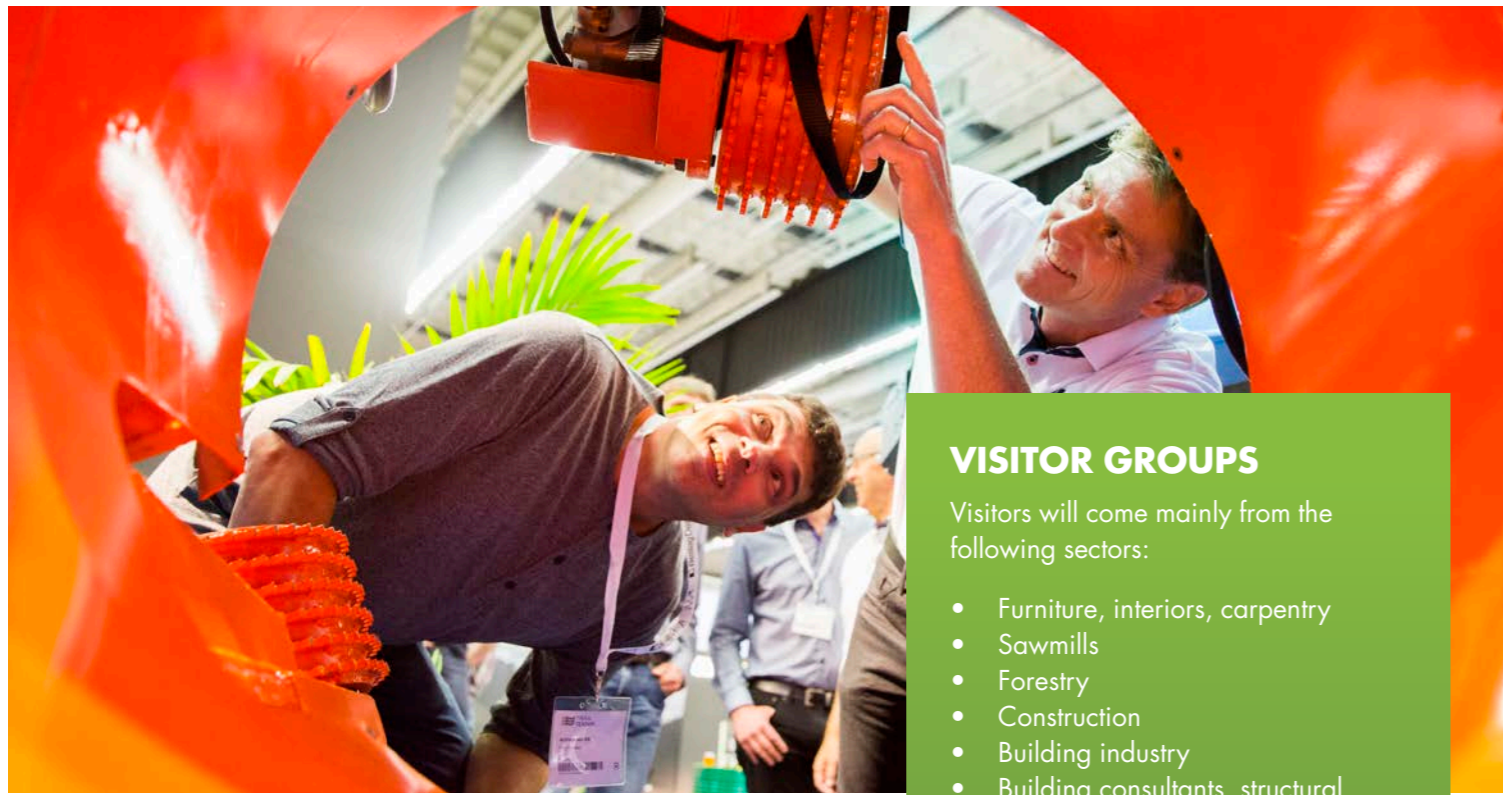
You will create a great opportunity to boost sales by giving your customers extra benefits and offering pre-booked appointments.

### YOU WILL SHOW YOUR PRODUCTS AND SOLUTIONS LIVE

You will have the chance to show your products and solutions to prospective customers who are looking for new suppliers, and who want to see and get the feel of the products they are buying.

**WE LOOK FORWARD TO SEEING YOU EXHIBITING  
AT WOOD PRODUCTS & TECHNOLOGY 2018**

WOOD  
PRODUCTS &  
TECHNOLOGY



## VISITOR GROUPS

Visitors will come mainly from the following sectors:

- Furniture, interiors, carpentry
- Sawmills
- Forestry
- Construction
- Building industry
- Building consultants, structural engineers
- Property companies
- Public sector

## VISITOR POSITIONS

Typical visitor jobs in the forementioned sectors:

- Structural engineers, civil engineers
- Building contractors
- Property owners
- Company owners
- Buyers
- Production
- Production management
- Research & development
- Architects, designers
- Municipal officials
- Consultants



## VISITOR MARKETING

Wood Products & Technology 2018 will be promoted by an extensive visitor marketing campaign ensuring that the upcoming event is brought to the attention of the right visitor target groups via trade publications, the daily press, social media, networks, newsletters and trade associations, etc.

This extensive campaign, in combination with the industry's most important conference programme, ensures that exhibitors meet the right visitors.

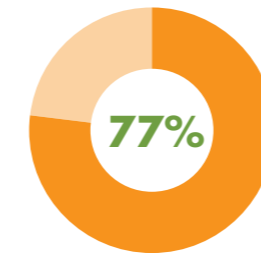
## FEATURES DESIGNED TO PULL IN THE RIGHT VISITORS

- **Wood industry's most complete exhibition** and meetings venue. Arranged in association with heavyweight organisations, researchers, and companies creating a viable future for wood.
- Exhibitors from all sections of **the entire value chain**.
- **Comprehensive conference/seminar programme.** Tailored to suit various target groups.
- **Skills development and education** right at the fair.
- Ongoing work of **research** institutes forefronted.
- Political forum for the most **pertinent debates** and **discussions** on the future of wood.

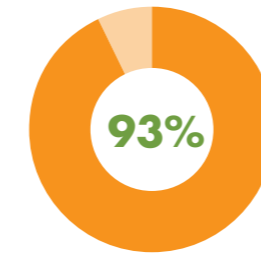
## VISITORS ARE LOOKING FOR

- Suppliers able to help them advance into tomorrow's wood industry.
- Knowledge transfer, trend spotting and best practices.
- International influences and success models.
- Solutions that can simplify and streamline production and development.

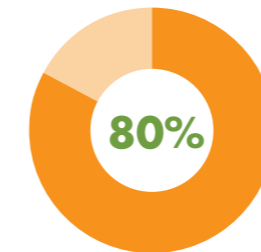
## MEET BIG-WALLET VISITORS



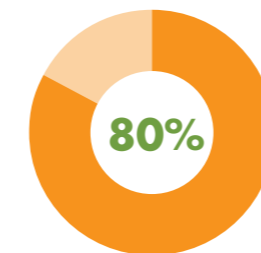
77% OF VISITORS ADVISED ON OR DECIDED ON PURCHASING



93% OF LAST YEAR'S VISITORS INTEND TO COME BACK IN 2018

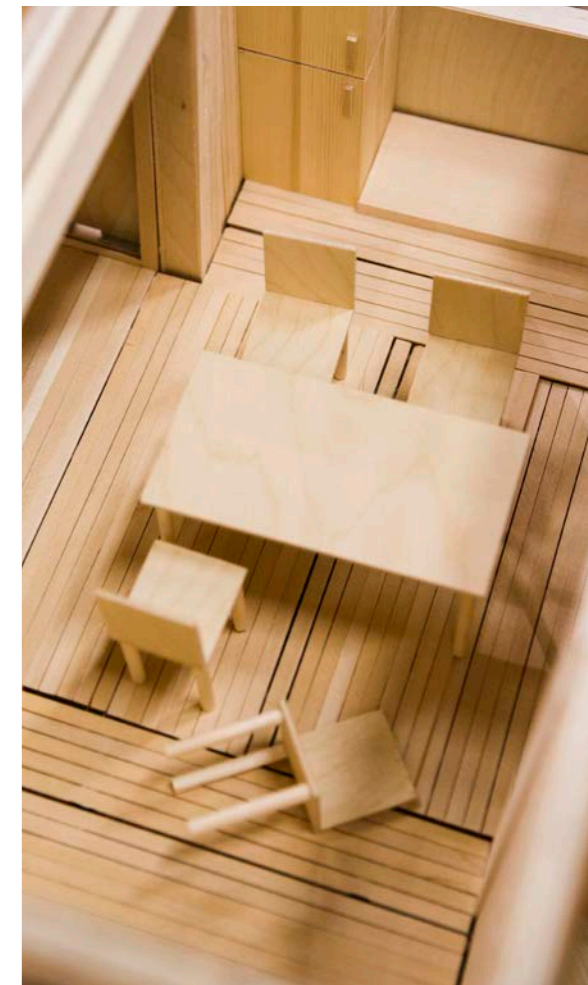


80% OF VISITORS SAID THAT VISITING WOOD PRODUCTS & TECHNOLOGY WAS A GIVEN THING



80% OF VISITORS MADE NEW BUSINESS CONTACTS AT THE FAIR

Statistics from Detector Visitor Survey, 2016.



## COMMENTS ON WOOD PRODUCTS & TECHNOLOGY 2016

” We’ve been coming to these fairs for more than twenty years, and this year’s was the best ever. It’s been absolutely fantastic. The pressure of visitors at our stand was beyond belief. And we met all the people we’d hoped to meet. Another thing that impressed us was the way the whole industry comes together at Wood Products & Technology – it gives the event a wider appeal and makes it more interesting to a more varied audience.

BO HOLMLIND, CEO, THEOFILS

” It was the first time we exhibited at Wood Products & Technology, and it was a very positive experience with productive conversations and lots of interesting contacts. We’re already the largest forestry products port in Sweden and we’re out to attract the attention of even more companies in the wood industry. Which we did at Wood Products & Technology. People from several sawmills and other companies, including IKEA, joined a bus tour we organised to the port.

SUSANNE HANSSON,  
EXHIBITION MANAGER, PORT OF GOTHENBURG

” We did an exceptional amount of business at this year’s fair. We sold no less than five machines, that’s seven million kronor, right there at the fair. We hadn’t imagined such a response – purchasing processes usually take a long time. In addition, we made contact with a raft of new hot prospects. I also got to speak directly with the Minister of Housing, which was, of course, a big plus.

PER-AXEL NORBYD, SCANDINAVIAN SALES MANAGER, BIESSE

## EXHIBITOR LIST, WOOD PRODUCTS & TECHNOLOGY 2016

A FALKENBERG EFTF A/S	DeWi	JKS Produktionseffektivisering AB	Nissabo AB	Sågcenter i Smålandsstenar AB
Aagaard A/S	Digital Wood - Examensarbete	Jatun Sverige AB	NMH Tool AB	Sågteknik i Södermanland
AB Akron-Maskiner	Chalmers Arkitektur	Junget	NORD Drivsystem AB	Söderhamn Eriksson AB
AB Carlsson & Möller	Dold Puidutööstus AS	Kagon AB	Nordautomation	T-Emballage
AB Rundvirke	Dynalyse AB	Katres spol s.r.o.	ObelP automation A/S	Tanos GmbH
AB Skanditrä	Dynamate Industrial Services AB	Kiilto AB	Oest GmbH & Co. Maschinenbau KG	TAWI AB
ACG Fyrtal	Easy-Laser AB	Koppers Sweden AB	OSMO Holz und Color GmbH & Co. KG	Teknik & Filtersystem i Örebro AB
ACT Logimark Sverige AB	EGGER Scandinavia ApS	Krono System - Eurocomponenti	Pinomatic Oy	Teknos AB
Aerfast AB	Ehn & Land AB	KSL Trading AB	Planet GDZ AG	Theofilis
Ahlsell Sverige AB	EKU AG Beschlägetechnik	Kvarnstrands Verktyg AB	Plano Flex Sweden AB	Tidningen Rum
Akzo Nobel Industrial Coatings AB	Ernst P AB	Kyocera Unimerco Tooling AB	Plåt & Spiralteknik i Torsås AB	Tikkurila Sverige AB
Alent Dynamic AB	Eskilstuna Kulturbeslag AB	Kärnsund Wood Link AB	PMC Lubrication AB	Timbermatic Ltd
Alfa Wood SA	Eurimex AB	LAJAC AB	PMH International AB	TimberTec AG
ALMAB AB	EWD GmbH	Lamello AG	Power Automation Sweden AB	Tolé Verktyg AB
Alpha-brush Aps	FB Kedjor AB	Larssons Träindustri i Tranemo AB	Prima-Vent A/S	Toolbox Sweden AB
ANDRITZ Pulp & Paper	FELDER-Group Sweden AB	LC Säg & Maskin AB	PrimPanel AB	Triab / Tri Innovations AB
Arbetsförmedlingen	Festo AB	Leakage Management Systems Nordic AB	Pro Air A/S	Trilack Finishing AB
AriVislanda AB	FESTOOL Sverige AB	Ledinek Maschinen und Anlagen GmbH	ProcessBefuktning AB	Trä AB KG-List
Arminius Schleifmittel GmbH	Finotrol OY	LG Collection AB	Produktma AB	Trä- & Möbelföretagen
AT-Träkomponent AB	Framtec AB	LMAB AB	Protech AB	UJ Trading AB
Atexon OY	FRAWE Anders Lundh AB	Limab OY	PS locks GmbH	Unigrripper
Atlas Copco Compressor AB	Fredricsons Trä AB	LINCK Holzverarbeitungstechnik GmbH	Randek AB	Unimer Plast & Gummi AB
Auson AB	Fromm Sverige AB	Linde Material Handling AB	Rehau AB	Valon Kone AB
AVANCE Treteknik AS	GRASS Nordiska AB	Linfolk Trading AB	RemaSawco AB	Valutec AB
Be-Ge Industri AB	GS Facket för Skogs- Trä & Grafisk Bransch	Ljungby Maskin AB	Renholmen AB	Veisto Sverige AB
BeA, Joh. Friedrich Behrens AG	Göteborgs Hamn AB	LOAB AB	Riga Wood Sweden AB	Ventonova System AB
BEJO	Heatwood AB	Logosol AB	Rimax AB	Virutex
Beslag Design i Båstad AB	Heco Nordiska AB	LSAB Sverige AB	ROKKEDAHL ENERGI ApS	Vollmer Scandinavia AB
Beslagsmix i Jönköping AB	Heinola Sägverksmaskiner AB	Luja Sawtech	Roséns Machinery & Vision	Wagner Industrial Solutions
BEST-HALL	Herrljunga Träindustri AB	M10 More Tens AB	Rubber Company AB	Scandinavia AB
Biesse Scandinavia	HjoTrade AB	Magna Wood AB	Savotech AB	WBP Trading AB
Blum Svenska AB	Holm Trävaror AB	Malco AB	Scanotech ApS	Weinig Michael AG
Bolltec Maskin AB	Holytek i Sverige AB	Marinus	ScanWare i Sverige AB	Welin & Co AB
Box Destilleri AB	HOWIAL GmbH & Co. KG	Masonite Beams AB	Schuko International GmbH & Co. KG	WoodEye AB
Bruks AB	HT-Lyftsystem AB	Mathews Swedot AB	Sernbrandt Maskiner & Verktyg AB	Woodify AB
Bäckegårds List AB	HT-Lyftsystem AB	Mentor Communication AB	Sherwin-Williams Sweden AB	Woodteam AB
C. Gunnarssons Verkstads AB	Häfele GmbH & Co KG	METSÄ WOOD	SIBE International AB	WoodTech AS
CAD+T Consulting GmbH	Tyskland filial Sverige	Micor AB	Signode Industrial Group AB	WRAVOR D.O.O.
Carlo Casagrande & Co Oy	IK Teknik AB	MICROTEC S.R.L.	Siao Woodprotection AB	WS System AB
Carstens AB	IMA Norscan AB	Milltech AB	Smekano Maskinfirma AB	
Ceetec A/S	IMH Machinery AB	MINDA Industrieanlagen GmbH	Solidmakarna AB	
Censit AB	Indukta Technologies AB	Mirka Scandinavia AB	Springer Maschinenfabrik AG	
CEOS AB	Ingenjörfirma Evert Johansson AB	Mixon AB	Svenska Lövträdföreningen	
Chalmers Tekniska Högskola AB	Ingenjörfirma G Hedlund AB	Mouldex Sweden AB	Svenskt Trätekniskt Forum - STTF	
Codelt AS	Ingenjörfirmen J Mared AB	Munkfors Sawmill Support AB	Sveriges Ingenjörer	
Combilift Ltd	Ingvar Persson AB	Mühlböck Holzrocknungsanlagen GmbH	Swedex AB	
Coverspray International AB	Inkit AB	N-POL Cutting Tools	Swestrap AB	
Datapolarerna i Skellefteå AB	Isotimber Holding AB	Nederman Sverige AB	System Hall AB	
Derome Träbearbetningsmuseum	Jartek Invest Oy	Nermans Märksystem AB	System TM A/S	
	JeAx System AB			

## THREE STAGES TO GET YOU UP-TO-SPEED

Wood Products & Technology will have three separate stages. *Efficient Wood Production* and *Building with Wood* will feature presentations by key people and experts. *Wood Fusion* will provide an exciting view of wood in the future.



## EFFICIENT WOOD PRODUCTION

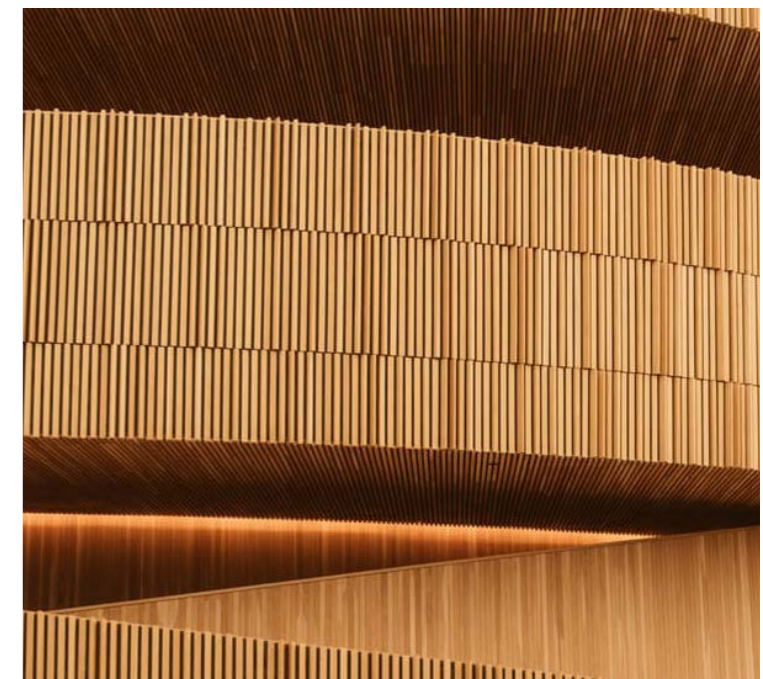
Will spotlight new technologies and clever solutions. Well-known speakers and experts from various branches will provide valuable insights through a series of talks and case studies on how the digital revolution can help to cut costs and generate revenue.

## BUILDING WITH WOOD: SUSTAINABILITY, DURABILITY AND OTHER BENEFITS

Will focus on building with wood and industrial building methods. A range of experts will get you up-to-speed on the methods and technologies of the future, and the big benefits of wood in terms of efficient building methods, sustainability, durability and other benefits.

## WOOD FUSION: THE INCREDIBLE SCOPE OF WOOD

Wood Fusion is a look-into-the-future. An exhibition-within-an exhibition pulling back the curtain on the interior, carpentry and furniture production of the future. Plus exciting, new materials made from wood.






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## BOOK FOR WOOD PRODUCTS & TECHNOLOGY

Book your stand space for Wood Products & Technology 2018, the trade fair and meeting place that enables you to do business with visitors who want a passport into the future of wood. Don't hesitate to contact us for rates and details. We look forward to seeing you at the fair.

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