

Ontario East Wood Centre

B.Comm Students

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Agenda

- ž Overview of OEWC
- ž Market Analysis
 - Industry
 - U.S. Market
 - Beyond U.S.
- ž Success Factors
- ž Strategic Opportunities

Overview of OEWC

Centralized structure to help facilitate wood business throughout region

**Operational
cost savings
through
sharing**

**Mutually
beneficial
resources**

**Bilateral
exchange of
information
and
resources**

Market Analysis – Industry



Province supplied high quality forestry products



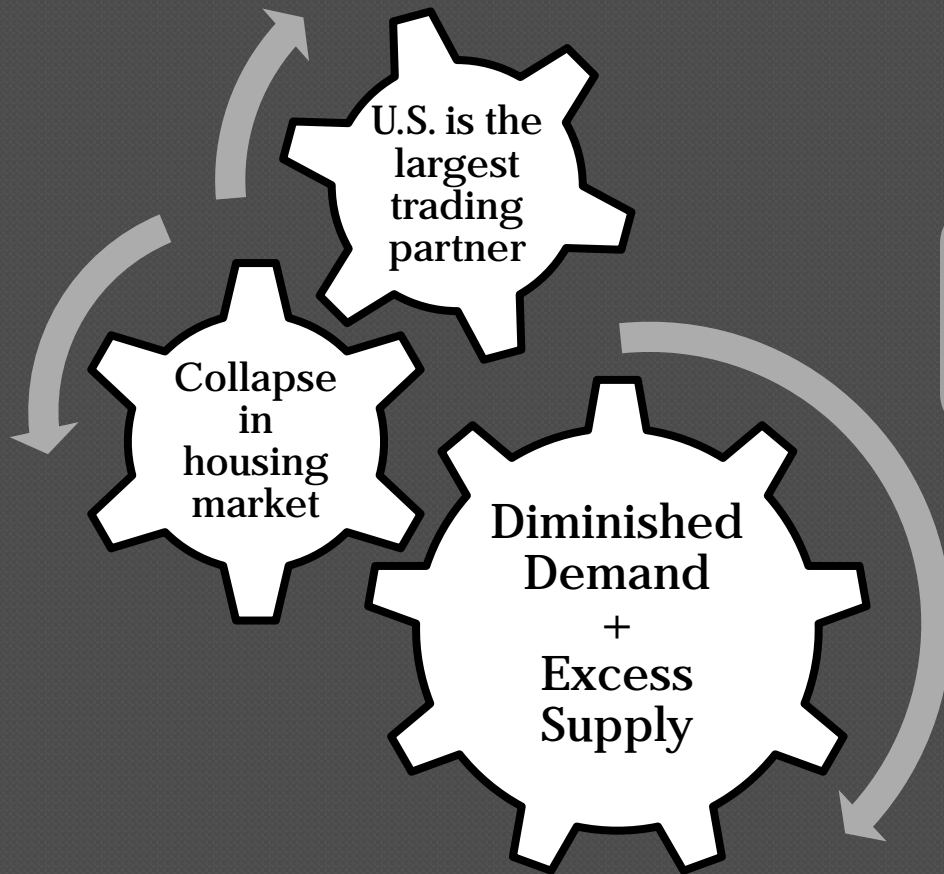
Meet international standards of:

- Forest sustainability
- Environmental protection



Contribute significantly to provincial economy

Market Analysis – U.S. Market



“Reliance on trade partner jeopardized the wood industry”

Market Analysis – Beyond U.S.

Local Business potential

- Expand beyond U.S. market
- Seek global relationships

Emerging markets

- Disposable income growing
- Increased demand for housing and furnishing

Established relationships

- British and Quebec have already established long relationship with East Asia

Success Factors

Strategic Partnerships

Environmentally sound operating principles

Developed Infrastructure

Dynamic Research and Development

Strategic Opportunities

**Which
foreign
markets?**

**How do
we
evaluate?**

**What is
the
approach?**

**When to
expand?**

Thank you.