

## Press Release

July 5, 2010

### **WOOD GERMANY off to a successful start**

During the second quarter of 2010, WOOD GERMANY was off to a successful start as the new international B2B marketing platform of the German timber and forestry industry.

The platform provides information on the performance and numerous application areas of modern and high-quality finished wood products. In addition, the platform also presents new opportunities for innovative timber construction. Many important export-oriented companies and institutions of the German timber and forestry industry can be found at WOOD GERMANY.

"The purpose of this platform is to also increase the international profile of the numerous application areas and advantages offered by modern wood products from sustainable forestry management", says Dr. Thorsten Mrosek, Managing Director of WOOD GERMANY. "In this vein, it is important to highlight the significance of a high-performance, renewable and environmentally- and climate-friendly material such as wood, and to emphasise the future potential of this material with regard to sustained development."

WOOD GERMANY continues the work carried out by the marketing programme GERMANTIMBER of the German Timber Promotion Fund, which had to wind down its operations in June of 2009.

The German timber industry is a global market leader known for high-quality and innovative products and services. German timber products are derived from sustainable forestry management that has been successfully practiced in Germany for 300 years. Germany is home to Europe's largest timber reserves.

For more information and contact opportunities, please see [www.woodgermany.com](http://www.woodgermany.com)

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