PRESS KIT EUROFOREST 2023 - Thursday, May 11, 2023

EUROFOREST 2023

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PRESIDENTIAL EDITORIAL

2023 is the year of EUROFOREST, the leading forestry event to discover the forest-wood industry, from forest management to wood harvesting and processing, to forest regeneration. After the success of the previous edition in 2018, and the impact of the COVID-19 pandemic that deprived us of exchanges for a long time, this event is eagerly awaited by all.

This eighth edition of the exhibition coincides with significant developments in the forestry sector, which have drawn attention. Following the devastating wildfires of last summer, the climate emergency has focused public attention on the fragility of our forests and the solutions they can provide, through carbon capture and the production of renewable materials and energy. The climate emergency has also highlighted the government's determination to renew our forests and decarbonize our economy by expanding the use of wood.

Therefore, **creating spaces for dialogue between the forest-wood sector, civil society, and public decision-makers becomes a priority.** The EUROFOREST exhibition remains a showcase for foresters, but also a place for professionals and owners, suppliers and customers, managers and service providers, foresters and the general public to exchange ideas.

All major actors and organizations in the forest-wood industry have responded and will participate in this reference event. The 400 exhibitors at EUROFOREST attest to the success of our exhibition. They come from all over France and 16 foreign countries to present their equipment and services. Visitors will be numerous during these 3 days of the exhibition, with an expected attendance of 40,000 people, well beyond the circle of professionals. These numbers demonstrate **the modernity and dynamism of our industry**.

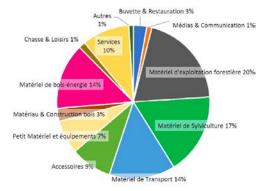
This edition is more than ever a crucial moment in shaping a **common vision for the future of our forests**, free from clichés, simplifications, and ready-made solutions. By sharing the expertise and, above all, the passion of each actor in the industry, we hope to generate momentum that will unite all our efforts around this sector, which benefits society as a whole.

Yours faithfully,

Jean-Philippe BAZOT President of Euroforest



THE ESSENTIAL MEETING POINT FOR THE FOREST WOOD INDUSTRY





EUROFOREST, A LIVING SHOWCASE FOR THE FOREST-WOOD SECTOR

EUROFOREST is one of **Europe's leading trade fairs** dedicated to the forest-wood industry. Held in the heart of the Saint-Bonnet-de-Joux forest (71) in Bourgogne-Franche-Comté, EUROFOREST is the must-attend event for industry stakeholders. **In its eighth edition**, this international event highlights the vitality and diversity of a sector that employs nearly **400,000 people in France**, bringing together all its actors, from plantation to transformation.

The 2023 edition of EUROFOREST will bring together nearly **400 professional exhibitors** and over 600 brands from the industry: nurseries, private or public foresters, entrepreneurs from the regions, forest operators, forest cooperatives, sawyers, managers, scientists, experts, farmers, landscapers, nature enthusiasts... The wide range of represented actors and its operational configuration make it one of the largest hubs for exchanges, discussions, and business.

EUROFOREST 2023 is also the major gathering for **forest professionals from around the world**. **53 foreign exhibitors** have confirmed their presence, coming from Germany, Italy, Slovenia, Finland, and the Czech Republic. The fair expects **2,000 international visitors**

INNOVATION IN THE SPOTLIGHT

"This quadrennial trade fair is perfectly timed to showcase innovations for owners, managers, and operators," explains Richard Lachèze, Director of EUROFOREST. This edition of EUROFOREST will place a strong emphasis on innovation. Whether mechanical, technical, or social, innovations often impact different actors in the industry and foster mutual knowledge enhancement. EUROFOREST will showcase the industry's progress in R&D topics as well as the latest developments in products and services. "Where we see a real change is in small equipment: electric chainsaws and brush cutters are becoming increasingly powerful and feature more autonomous batteries. There will probably be new developments in pruning as well. As for forest machinery, the smart crane, which we saw the beginnings of in 2018, is continuing its development. And we expect major announcements regarding innovative cutting clamp ranges."

Innovative solutions and tools for forest exploitation will also be presented, aiming to achieve both profitability and environmental sustainability, while improving the safety and working comfort of operators.

"In addition to technical innovations, there is a clear trend in R&D to reduce the arduousness of professions and move towards an increasingly soil-friendly exploitation: innovation in comfort and dexterity for forest machinery, as well as in everything that strengthens the machine's load-bearing surface, such as the number of wheels, their width, tire design, and the use of tracks," adds Richard Lachèze.





SUPPORTING A SHARED VISION FOR THE FUTURE OF OUR FORESTS

Bringing together, cooperating, uniting, and rallying—any initiatives that create spaces for dialogue and cooperation are welcome. The EUROFOREST trade fair also plays a role in supporting this endeavor. As a true living showcase of the industry, the fair aims to act as a unifying force for stakeholders who are already working together to contribute to the success of this initiative. For this edition, the fair already demonstrates an unprecedented mobilization of exhibitors to address current forest-related topics.

The commitment and participation of numerous personalities in this event also demonstrate that EUROFOREST is a major gathering place for all stakeholders to exchange ideas. It provides an opportunity for the institutional world to gauge the pulse of this future-oriented industry and for foresters to make their voices heard.

The following representatives have already confirmed their presence:

President of the Regional Council of Bourgogne-Franche-Comté, Marie-Guite DUFAY President of the Departmental Council of Saône-et-Loire, André ACCARY Prefect of Saône-et-Loire, Jérôme GUTTON President of the Forest and Wood Industry Study Group in the Senate and Senator of Côte-d'Or, Anne-Catherine LOISIER Co-chair of the Forest-Wood Industry Study Group in the National Assembly, Anthony BROSSE

Members of Parliament and Senators from the region and the Forest-Wood Industry Study Group in the National Assembly. Representatives from professional organizations will also be present throughout the fair, including: CNPF (Anne-Marie BAREAU), Presidents and directors of forest cooperatives, ONF (National Forests Office), INRAE (National Research Institute for Agriculture, Food, and the Environment), FCBA (French Technical Institute for Forestry, Cellulose, Wood construction, and Furniture) ETF (Forestry and Timber Companies), PEFC (Programme for the Endorsement of Forest Certification), UCFF (Union of Forestry and Wood Cooperatives) (Bertrand SERVOIS), Fransylva (Antoine d'AMECOURT), Experts Forestiers de France (Sylvestre COUDERT), Delegations of German, Swedish, Finnish foresters, and more....

"This edition of EUROFOREST will be more than ever a crucial moment in building a shared vision for the future of our forests, far from stereotypes, oversimplifications, and ready-made solutions. By sharing the expertise and, above all, the passion of each stakeholder in the industry, the fair hopes to ignite a momentum that will consolidate all efforts around this sector, whose dynamism benefits society as a whole" said Richard Lachèze.



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RAISING AWARENESS AND RECOGNIZING THE ACTORS OF THE INDUSTRY

RAISING AWARENESS OF FOREST ISSUES AMONG THE GENERAL PUBLIC

Over the past twenty years, EUROFOREST has become a major communication tool for the forest-wood industry. As an open-air exhibition, it provides an opportunity to connect with forest stakeholders on the ground. Live demonstrations allow the general public to grasp the scale of the industry and discover the many facets of forestry and forest operations. Visitors, eager to learn about the latest innovations, observe real-life tests, and appreciate the quality of machinery, come not only to engage with professionals but also to make purchases or solidify their investment plans.

"EUROFOREST is an opportunity to meet passionate foresters who have been working for years on renewing our forests. More than ever, foresters need the support of civil society, not the other way around. That's why it's important to meet them and understand the work of those who strive to 'accompany nature and hasten its work,'".

Richard LACHÈZE, Director of EUROFOREST

BRINGING INDUSTRY STAKEHOLDERS CLOSER TOGETHER

EUROFOREST is also, above all, an occasion for regular meetings among professionals who have few opportunities to connect in the field. It facilitates partnerships, experience sharing, networking, contract signing, and recruitment. There are numerous opportunities for encounters and collaborations for exhibitors at EUROFOREST, whether with industry professionals or landowners.

EUROFOREST, "one of the major Francophone exhibitions"

"EUROFOREST is one of the major Francophone exhibitions available to our clients, forestry operators, and contractors in particular. It is an important destination for connecting with a large number of people and conveying our messages about our new products and innovations. For us, it is about demonstrating to the entire industry that John Deere is a driving force in innovation."

Thomas RICHARD, Sales Manager for John Deere in France, Belgium, and Italy.





The Forest Industry: Essential Occupations!

"Why EUROFOREST? Because as a chainsaw manufacturer, we consider forest occupations to be essential. We must be present at the exhibition to enhance the reputation of our brand. It's an opportunity to showcase our new products. We organize Timbersport[®] events that highlight competitive lumberjack sports. Professionals from the forestry industry and athletes from other disciplines participate. It involves implementing technique, strength, and precision. On Saturday, the qualifying round of the French Timbersport[®] Championship takes place."

Jean-Noël RAYNAUD, Demonstrations, and Timbersports® Manager for Stihl France.

GIVING A VOICE TO FORESTERS

For several months, EUROFOREST has been working to raise awareness about forest issues among a wider audience and be at the center of societal debates. Starting from February 2023, EUROFOREST has taken up the topic of Wood Energy, emphasizing its essential role in rural employment, sustainable forest management in France, and the supply of renewable heat.

On the occasion of the International Day of Forests last March, EUROFOREST gave a voice to those who know, cherish, exploit, and maintain the forest. When asked about the objective of "Planting 1 billion trees in 10 years," elected officials, nursery owners, and foresters were able to express their opinions and share their expectations about this transformative project for the industry.

"This plan is more than welcome for the renewal of our forests, but also because wood is a material that we will need for ecological transition. Foresters have been implementing sustainable management and working on the renewal of French forests for several decades."

Anne-Marie BAREAU, Forest Owner in Puy-de-Dôme and President of CNPF (National Forestry Commission)

On Thursday, May 11th, public officials, professional organizations, and experts took the floor during a press conference on forest adaptation to climate change and its essential role in carbon sequestration and biodiversity protection. These speeches provided an opportunity to initiate discussions that will continue at EUROFOREST, focusing on topics such as wood energy, employment, professions, training, and climate change.



3



THREE HIGHLIGHTED THEMES TO BETTER UNDERSTAND FOREST MANAGEMENT AND WOOD PRODUCTION

Ahead of the exhibition, EUROFOREST aimed to prepare the space for dialogue that will take place with civil society over the course of three days, providing a unique opportunity to share and amplify the voices of all the stakeholders present. Working groups were established to prepare for discussions and take advantage of the incredible platform that EUROFOREST provides to advance the topics that will shape the future of the industry. The key challenges for the industry in the coming years - wood energy, jobs, professions, and training, and climate change - are themes addressed throughout the EUROFOREST 2023 exhibition.

WOOD ENERGY: "REDUCING OUR ENERGY DEPENDENCE THROUGH WOOD CO-PRODUCTS"

Beneficial for our energy sovereignty, forest renewal, and the vitality of our regions, wood energy is an environmentally friendly solution that has all the assets to mobilize businesses, landowners, citizens, and stakeholders in the ecological transition around a future-oriented sector.

"Wood energy is the primary renewable energy source in France, accounting for more than 35% of the current renewable energy production. It is one of the main solutions for France to achieve carbon neutrality by 2050." Press release of February 7, 2023, EUROFOREST

It is important to emphasize that wood energy includes:

- Co-products from forest harvesting (low-quality wood, damaged or diseased wood, etc.)
- Co-products from wood processing (bark, sawdust, wood chips) used in construction, furniture, and packaging
- Industrial waste or used wood (800,000 tons per year).

Wood energy is in no way derived from deforestation, which does not exist in France. The use of wood energy supports sustainable forest management as it helps finance forest maintenance and renewal. It ensures the inexhaustibility of this resource through the continuous replenishment of the wood stock.

Furthermore, wood energy helps stimulate rural areas by providing 60,000 jobs closely tied to the territories.







JOBS, PROFESSIONS, AND TRAINING: "INSPIRING VOCATIONS FOR FORESTRY CAREERS AND PRESERVING OUR INDUSTRIAL AND FORESTRY KNOW-HOW"

In order to fulfill the commitment announced by the President of the Republic to plant one billion trees to renew our forests by 2030, the industry has mobilized. Promoting forestry careers and training is essential to address the labor shortage we are experiencing upstream in the industry. Concern is felt within the sector, which is already facing a labor shortage according to professionals. *"You know, we go to the forest and we replant. Planting a tree requires manpower. If we had more shovels than Excel spreadsheets, it would be better. We are the true protectors of the forest!"* adds Cyrille Ducret, CEO of the eponymous sawmill.

"For me, the most important thing at EUROFOREST is to raise awareness among young people. In general, there is a lot of work to be done to promote our professions, training, and the improvement of working conditions, which have evolved significantly in the right direction," testifies Cédric Turé, director of PRO-ETF BFC.

Exhibitors will be attentive to all young people interested in forestry careers, and the organized demonstrations will also help introduce these relatively unknown professions. There are more than 40 different professions within the forest-wood sector!

CLIMATE CHANGE: "FORESTERS TENDING TO THE FRENCH FORESTS"

The forest is a crucial element for climate regulation and the decarbonization of our economy. However, it is also the first victim of climate change. Forest management that ensures proper forest renewal and biodiversity preservation is essential to sustain our forests in the face of climate change. It is also key to energize our wood-related industry, a renewable material with multiple uses.

In response to the effects of climate change and the devastating wildfires that ravaged French forests last year, Emmanuel Macron announced on October 28, 2022, the intention to plant 1 billion trees by 2032.

The intensification of the movement to reforest forests in the long term and at the national level is excellent news for foresters. While the announcement of this decade-long plan by the President garnered support from all industry stakeholders, field professionals are questioning the implementation details: *"We are delighted about this opportunity, but it is essential that it comes with realistic administrative and technical conditions, particularly regarding the recommended tree species to plant in the context of climate change,"* emphasizes Damien François, a forest engineer at the forestry cooperative Forêts & Bois de l'Est.

In its annual report published in early March, the Department of Forest Health indicated that nearly 38% of the 2022 plantations failed nationwide. Therefore, the technical aspect of this measure appears to be one of the main challenges. The Specialized Committee for the Sustainable Management of French Forests is responsible for defining the needs, tools, and risks for implementing this announcement and has presented its findings to the Minister of the Environment.

Now, more than ever, cooperation among stakeholders is necessary to build the forest of tomorrow. EUROFOREST contributes to this effort by facilitating exchanges and fostering better mutual understanding among all industry actors.



4







PROGRAM CONFERENCES & DEMONSTRATIONS

EUROFOREST provides industry stakeholders with the opportunity to make their voices heard through numerous conferences and roundtable discussions that will take place on-site, serving as platforms for industry messages

The program will be structured with alternating roundtable discussions on key forestry topics:

THURSDAY, JUNE 22

10:30 AM - 12:00 PM: Challenges of Forest Renewal in France (UCFF)

1:30 PM - 2:30 PM: Oak Processionary Caterpillar (MSA)

3:00 PM - 3:30 PM: Meeting with Entrepreneurs Digitizing Forest Operations (LA WOODTECH)

3:30 PM - 4:00 PM: Innovating in the Forest-Wood Sector to Address Environmental and Sovereign Challenges (LA WOODTECH)

4:30 PM - 5:30 PM: Forest Damage Insurance in Private Forests (FRANSYLVA SERVICES)

FRIDAY, JUNE 23

9:30 AM - 2:00 PM: Official Visit

9:30 AM - 10:30 AM: Addressing Global Changes in Forests: Focus on Collective Intelligence and Innovative Methods (AGRO PARIS TECH) 11:30 AM - 12:30 PM: "Compliant Forest": A Tool for Better Compliance Monitoring on Construction Sites (FIBOIS AuRA) 2:00 PM - 3:00 PM: Forestry Employment (FNEDT)

3:30 PM - 5:30 PM: "Foresters! How to Respond to Climate Change?" (EUROFOREST)

5:30 PM - 6:00 PM: Award Ceremony by Legion of Honor Members for Young Achievers in the Forest-Wood Sector

SATURDAY, JUNE 24

10:30 AM - 12:00 PM: "Foresters: Climate, Plantations, Society... What Forests Will Meet Tomorrow's Challenges?" (EUROFOREST) 2:00 PM - 3:00 PM: Conference (DEPARTMENTAL COUNCIL OF SAÔNE-ET-LOIRE)

Over 600 brands will occupy 42,000 square meters to showcase their equipment, solutions, and products. The stands will be arranged along a nearly 3km route in the private forest of Chaumont in Saint-Bonnet-de-Joux. The latest innovations in the industry for environmental conservation, both in terms of equipment (engines, soil preservation tools, etc.) and services (supply of new tree varieties, new reforestation techniques, digital platforms for forest management), will be unveiled. Designed for a wide audience, the program will offer numerous activities:

- EUROFOREST will host a stage of the French Horse Logging Championship.

- **The Stihl "Timbersports**[®]" or lumberjack sports will also make a return to the exhibition, including the French championship. These competitions provide an opportunity to closely observe the precision work, speed of the competitors, performance of the equipment, and the technicality of the lumberjack profession. They will be broadcasted from EUROFOREST on the sports TV channel l'Equipe 21.

Find all the demonstrations marked with the D on the exhibitors' list pages 13 > 17



EUROFOREST 2023 PARTNERS



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Damien GAUTHIER, Marketing Manager at Rabaud, a manufacturer.



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