

• FURNITURE • LAMINATES • BAMBOO

Indian Wood & Allied Panels

Volume 17 • Issue 3

A Quarterly Publication on Plywood / Wood & Bamboo Based Panel Products

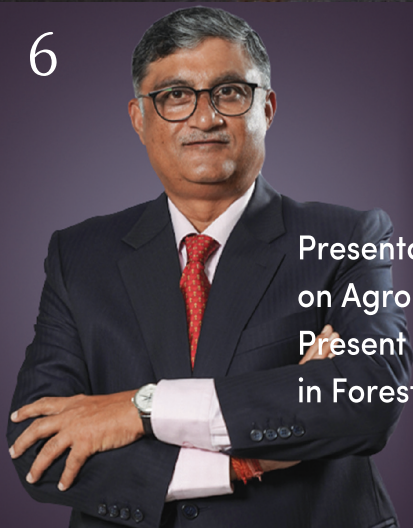
July - September 2023



India emerges as the biggest growth market for U.S. hardwood lumber in the first half of 2023

.....page 13

6



Presentation in the Workshop on Agro Forestry Promotion Present Policies and Changes in Forest (Conservation).....

2

Economic Benefits of Agriculture sector should be extended to Agroforestry





CENTURYPLY®



CENTURYPLY®



CENTURYLAMINATES®



CENTURYVENEERS®



CENTURYDOORS®



CENTURYEXTERIA®
Decorative Exterior Laminates



CENTURYSPB®
SOLID POLYMER BOARDS



CENTURYPARTICLEBOARD®
The Eco-friendly and Economical Board



CENTURYPROWUD®
MDF-The wood of the future



CENTURYWPC®
WOOD POLYMER COMPOSITE

SAINIK 710

WATERPROOF PLY

SAINIK LAMINATES™

BOLD & BEAUTIFUL

CENTURY PLYBOARDS (INDIA) LTD.

Century House, P-15/1, Taratala Road, Kolkata - 700 088

For any queries, SMS 'CPIL' to 56070 or call us on **1800 5722 122**

A Quarterly Publication on Plywood / Wood & Bamboo Based Panel Products

Volume 17 • Issue 3 Jul-Sep 2023

Editorial Advisory Board

- Mr. A.K. Mukherjee
- Dr. J. Bhattacharyya
- Dr. C.N. Pandey
- Mr. Sajjan Bhajanka
- Mr. P.G. Mukundan
- Mr. Ajoy Kumar

Editor

Jaydeep Chitlangia

Hony. Country Editors/Representatives

Mr. Olman Serrano, FAO - Rome

Indian Correspondents

Dr. A. Panda

Advertising/Business Development

Anthony Fernandes

Graphic Design & Layout

Sushil Kumar

Editorial & Publisher's Office

Federation of Indian Plywood & Panel Industry (FIPPI)

404, Vikrant Tower, 4 Rajendra Place, New Delhi-110 008, India
 Tel: +91-11-25755649, Fax: +91-11-25768639
 E-mail: fippi@fippi.org, Website: www.fippi.org

The views expressed in this issue are not the views of the Publisher or Editor.

No part of this magazine may be reproduced in part or in full without the permission of FIPPI.

SUBSCRIPTION

“Indian Wood & Allied Panels” is published four times a year.

Mode of Payment:

Demand Draft /Cheque to be issued in favour of “Federation of Indian Plywood & Panel Industry”, payable at New Delhi.

Subscription Charges	India INR	Overseas US\$
One Year	800	80
Five Year	4000	400

Printed & Published by Anthony Fernandes, on behalf of Federation of Indian Plywood & Panel Industry.

C O N T E N T S

8

Action Tesa Launches Ornamatte, a Revolutionary Series of Matte Finish Products



19

Greenply's MDF Gujarat plant first in India to secure FSC-FM Certification



23

Stimulus measures in China boosts timber market, registering growth in Global Timber Index



27

Global Office Furniture Company Haworth Grows India Market Share



Economic Benefits of Agriculture sector should be extended to Agroforestry	2
Amulya Mica Group has bagged E0 certification for its entire range of Plywood	4
Presentation in the Workshop on Agro Forestry Promotion Present Policies and Changes....	6
ETTF issues EUDR guidance to replace EUTR for timber exporters	7
AMULYA MICA conducted Dealers meet at Vizag on 2nd August 2023	10
Realty sector set to expand to \$5.8 tn in 2047: Knight Frank	11
AMULYA MICA conducted architects & Interior Designers meet at Gunna, M.P.....	12
India emerges as the biggest growth market for U.S. hardwood lumber in the first.....	13
Greenply Industries unveils new campaign with Jr. NTR for Zero Emission product range	14
Duroply to launch 'Duro Advantage - 09 layers of protection' on its top brands.....	15
JPC clears all changes on contentious Forest Conservation Amendment Bill	16
Century Laminates ties up with Manish Malhotra	17
Greenpanel looks to maintain 23-25 per cent operating margin guidance for MDF biz	18
Godrej and Boyce aim 30 per cent growth for Godrej Interio	
Dieffenbacher to supply CEBRO plant for OSB production to New Zealand building.....	20
Investment Focuses on Forest Sector	21
Ikea enters 2nd phase of growth in India, to expand retail operations, local sourcing	22
DIEFFENBACHER to supply world's first plant for the production of MDF from.....	24
Gloss Meister Panels from Merino, where luxury meets durability and style	
Blum Introduces Handle-Less Furniture	25
Birch ply alternative	26
New trade haats to be set up at India-Bangladesh Border	27
India - New Zealand hold Bilateral talks to Enhance Economic Cooperation	28

Economic Benefits of Agriculture sector should be extended to Agroforestry

Presently, wood produced from farmlands are treated as forest produce requiring regulatory clearances and discouraging farmers from growing trees. We propose shifting agro-forestry from forest to agriculture sector and thereby providing all the economic benefits of agriculture to the farmers engaged in agro forestry.



Mr. Sajjan Bhajanka, Chairman, Century Plyboards (I) Limited

“

A 5 percent shift of agriculture area from cash crops to timber plantations through incentives would result in the enhancing farmer’s incomes, ensuring sustained supply to the wood-based industries and significantly increase in rural employment generation, thus arresting the rural Indian brain drain and strengthening the country’s green cover and ecology.

”

It is worth mentioning that a fresh look at the commercial timber plantations in agro-forestry sector by the farmers can enhance self – reliance in timber production in the country. India has the advantage of scale, second largest arable land resource in the world that can be an asset in achieving self-reliance in timber.

However, as India’s real estate and furniture demand booms, reliance on timber imports is likely, as India looks to meet its composite panel requirements. A 5 percent shift of agriculture area from cash crops to timber plantations through incentives would result in the enhancing farmer’s incomes, ensuring sustained supply to the wood-based industries and significantly increase in rural employment generation, thus arresting the rural Indian brain drain and strengthening the country’s green cover and ecology.

We would like to express that how certain policy levers, which can pave the way for woodbased industries to achieve their full growth potential:

- Presently, wood produced from farmlands are treated as forest produce requiring regulatory clearances and discouraging farmers from growing trees. We propose shifting agro-forestry from forest to agriculture sector and thereby providing all the economic benefits of agriculture to the farmers engaged in agro forestry.
- We also propose the removal of licensing requirement for wood-based units including Veneer Mills, Saw Mills, Plywood Factories, Medium Density Fibreboard (MDF) Units, Particle Board Units, Pulp and Paper Units, Furniture Industry and all other industries that primarily use ‘farm wood’ and its produce as raw materials. This will enable local producers and other users of farm wood to build sustainable businesses at the plantation sites and generate employment and livelihood opportunities for farmers.

The above interventions are likely to have a multi-pronged economic and ecological benefits:

- Rural job creation: Potential of 2-2.5 million+ new jobs in rural India and substantive impact on farmer incomes.
- GDP growth & import substitution: Full value chain potential of \$150 billion+ and balance of trade improvement as timber imports are substituted by domestic production besides climate and sustainability.

A Substantial Approach towards Agroforestry

Rushil Décor Ltd. being one of the leading manufacturers of Medium Density Fibre Board (MDF) believes in providing an eccentric experience to the users while portraying its proficiency in efficient utilization of resources.

The apprehension which we inherited over the years have made our process flawless and helped us in achieving maximum possible yields.

On diligently working towards improving the lifestyle of skilled/unskilled labors, farmers through aggressive implementation of Agroforestry plantation in various areas of operations while ensuring mutual benefits of economy and environment.

Rushil Décor Ltd. Un defining focus on Agroforestry plantation practice is a key to procure the finest raw materials for our extensive range of products.



INTERIOR GRADE



EXTERIOR GRADE



HDFWR

Toll Free No. 1800 233 7952

www.vir-mdf.com | info@rushil.com

- Climate and sustainability impact: 2 Bn+ mt of carbon sequestration potential by 2050 from the increase in tree cover and supply of raw material for cluster level biomass wood-based power plants.

We firmly believe that this sector has the potential to be the growth engine for rural prosperity in the country. Establishment of plywood and panel industries is the vehicle for the sustainable development of Agro-forestry timber in the country on one hand and creating employment opportunity in the rural India on the other hand besides increasing green/tree cover in the country.

Most of these agroforestry species grown by the farmers are generally harvested at shorter rotation as such it helps in more carbon sequestration.

These Agro-Forestry plantations not only increase the Forest Green Cover, but in a short time also significantly increase the availability of timber for mfg. of Plywood, MDF, PB and other wood based products. To sustain this Agro-Forestry drive, the Government has to make sure that enough processing facilities are set up in the country, so that the increased supply of such short duration timber, is absorbed, and the farmers continue to get remunerative prices for their Agro-Forestry timber.

In 2009, China was producing 59 Million CBM of Plywood,

which now in 2018 has crossed 195 Million CBM – an increase of 229 %. Similarly, China’s production of PB in 2009 was 14 Million CBM, which in 2018 has crossed 33 Million CBM – an increase of 134%. And China’s production of MDF which was 33 Million CBM in 2009, has now touched to 50 Million in 2018 – an increase of 50%. From a Net Importer, China has now become the Largest Exporter of these products. Today China boasts of 75% of World’s Plywood production, 43% of World’s MDF Production and 27% of World’s PB Production.

As against that, India produces a meagre 4% of World’s Plywood. And its share in the production of PB and MDF are not even worth mentioning – less than 1% of World’s production. It may be argued that the land mass of China is almost 3 times more than India and so China will have more area for such plantations. However, if you see the topography of China, almost 60 – 65% of its land mass is snow bound and or non-cultivable, leaving hardly any difference in the area available for cultivation in China and India.

India, can very well adopt few progressive policies of China, which will soon make India, as the second largest mfg. hub of Agro-Forestry based wood products in the world. The views were expressed in the webinar of WINCOIN of 24 July. □

Amulya Mica Group has bagged E0 certification for its entire range of Plywood

Amulya Mica group has bagged E0 certification, confirming to CARB regulations for its entire ranges of Plywood from Certification Services International, LLC California, USA. Certification No CSI- 23255. This certification service is having TPC – 37 under the Airborne Toxic Control measure to reduce Formaldehyde Emissions from Composite Wood Products ATCM 93120 executive order W-21-037.

E0 grade plywood is one of the highest levels of emission standards with almost Zero Formaldehyde emission level. It helps in maintaining the indoor air quality safe with improved indoor air quality. Amulya E0 Plywood conforming to CARB certifications is a wise choice for several reasons, namely, health and safety, improved Indoor air quality and environmental responsibility as formaldehyde-free furniture aligns with sustainable and eco friendly practices.

The zero emission (E0) plywood also helps in ensuring the safety and well-being of carpenters & contractors who spend most of their time with plywood at work. They are normally exposed to harmful emission from materials which does not confirm to E0 standards.

Now-a-days if a company/OEM produces export quality furniture, they require E0 grade plywood. Many Govt. institutions viz, PWD, CPWD, NBFC, NBCC, AAI, MES have

made mandatory requirement of E0 grade plywood for their projects. Amulya Mica group is a socially responsible company which cares about the health of homeowners and also its stake holders viz, carpenters and contractors’ community. The E0 Certification confirming to CARB regulations for its range of Plywood is in line with the ethos and values of the company.

We are proud, that we are among only very few companies in India, which has this E0 certification. By opting for E0 plywood one is not only safeguarding the health of their family but also making a positive impact on the environment and supporting sustainable practices. □

Certification Services International, LLC

CERTIFICATE OF APPROVAL

Certification Services International, LLC accredited Product Certification Agency ISO/IEC 17065 under International Accreditation Service and under executive order W-21-037 "TPC-37" has met the requirements for ARB approved third party certifiers and EPA TSCA Title VI third party certifiers hereby certifies that:

AMUL BOARDS PVT. LTD.

SURVEY NO. 309 & 310/2, VILL. NANI CHIRAI TALUKA, BHACHAU, KUTCH, GUJARAT - 370140, INDIA

has demonstrated through inspection audit and testing, the capability in meeting the process requirements under Sections 93120-93120.12, California Code of Regulations (CARB regulation) and TSCA Title VI, Part 770, United States Code of Federal Regulations, title 40 (EPA Regulation) to provide compliant composite wood products as listed under the scope below.

Scope of Certification: CARB 93120 Phase 2 and EPA TSCA Title VI part 770

Certified Product: HWPW-VC 6mm - 19mm

Certificate Number: CSI-23255

Issue Date: 9th August 2023


Quality Control/Technical Manager
Certification Services International, LLC



This certificate expires one year from the date of issue.


President
Certification Services International, LLC



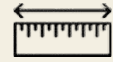
ALL NEW IMPERIAL PREMIUM LAMINATES

1.25mm collection

Inspired by nature to awe-inspire homes!



10 Years Warranty



1.25 mm Thickness

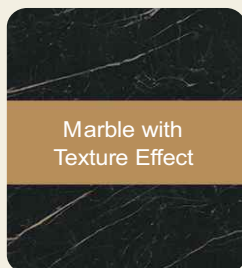


Matching Edge Band



Anti-Bacterial

New Arrivals in Synchronized



Marble with
Texture Effect



Abstract Venner
Texture



Texture in
Terrazzo Pattern



Mild Zero
Wood Texture

NEW ARRIVALS IN 7 WONDERS

Flute Stone (Omega Stone)

Venner with Abstract (Stripe Wood)

Presentation in the Workshop on Agro Forestry Promotion Present Policies and Changes in Forest (Conservation) Amendment Act made by Shri Jaydeep Chitlangia, Secretary General, Federation of Indian Plywood & Panel Industry (FIPPI)



Mr. Jaydeep Chitlangia, Secretary General, FIPPI

“
“The wood based Industry based on Agro forestry helps in conservation of forest in a big way and contributes in increasing the forest cover in the country as it does not consume the timber from the natural forests. Shri Jaydeep Chitlangia pointed out that in 1968-69 we used to be a net exporter of wood products and after 50 years we have now become net importer and we should introspect on this change and accordingly plan the policies and the way forward.
”

ICFRE-Institute of Wood Science and Technology (IWST) Bengaluru in coordination with Regional Office, Ministry of Environment Forest & Climate Change, Bengaluru organized a workshop of “Agro Forestry Promotion – Present Policies and Changes in Forest (Conservation) Amendment Act” on 15th September 2023. Shri Jaydeep Chitlangia, Secretary General Federation of Indian Plywood & Panel Industry was one of the Panellists from the Industry side and made a Presentation on “Agro Forestry Promotion – Present Policies and Changes in Forest (Conservation) Amendment Act 2023 (Industrial perspective). While thanking the Chief Guest Shri

Bivash Ranjan, IFS, ADG of Forests (Wildlife) MoeFF&CC, Government of India & Dr MP Singh, Director IWST for giving him the opportunity. Shri Jaydeep Chitlangia on behalf of the Industry said that first and foremost we have to see where are we and what are we going to achieve from this amendment. In his opening remarks, he mentioned the paradox between the Forest Conservation Act & Agro Forestry. The wood based Industry based on Agro forestry helps in conservation of forest in a big way and contributes in increasing the forest cover in the country as it does not consume the timber from the natural forests. Shri Jaydeep Chitlangia pointed out that in 1968-69 we used to be a

net exporter of wood products and after 50 years we have now become net importer and we should introspect on this change and accordingly plan the policies and the way forward. There is lot of potential in this sector and if we get our priorities and policies in the right direction in promotion of Agro forestry then within 10 years we can have surplus raw-material and country would be self-reliant in meeting our raw material requirements besides would also be in a position to export in a big way the wood based products to other countries. He also mentioned, on the importance of maintaining agricultural production, and meeting of the food needs of the country, and ensuring Agro Forestry, should not eat into the same.

He also highlighted that Paper Industry has done lot of work in Agro Forestry plantation model and they have the expertise which we can emulate. Shri Jaydeep Chitlangia suggested that the Industry should look to invest in plantation activities. The Government should look at modernising Saw Mills and which would help in Agroforestry and also in meeting the standardization and certification of the products. This Point made by Shri Jaydeep Chitlangia was noted by the Officials and assured that they would look into the same.

Shri Jaydeep Chitlangia queried how the 33% forest cover in the country will be achieved, as is desired by the GOI, and subsequently where would be the surplus land available at our disposal. At present there is lot of confusion in the nodal Ministry and we have to shuttle from Ministry of Environment & Forest, Ministry of Agriculture & Farmers Welfare and Ministry of Commerce & Industry and on one pretext or the other the suggestions put forward by us do not have the desired results and felt that there should be one Central Body to look into the problems of Agro forestry policies. He also suggested that transit rules for the transportation of raw-materials should not be on Regional bases as North India or South India but should be under one Bharat which would benefit the Farmers in getting better returns and would help Industry and stake holders in the

country as a whole.

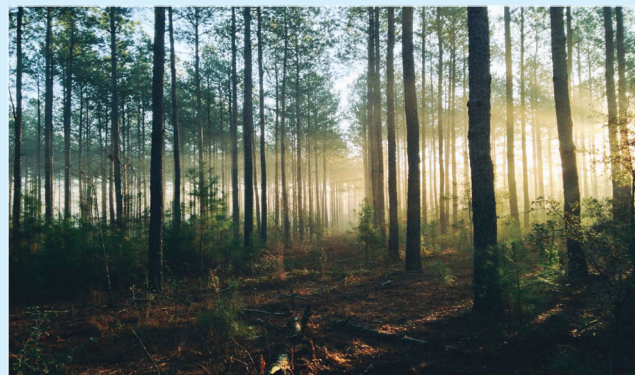
Shi Jaydeep Chitlangia Secretary General FIPPI requested Dr. C.N. Pandey Principal Technical Advisor FIPPI to give the views of the Industry on the Forest conservation Act to which Dr. C.N. Pandey informed that the latest amendment has inserted a preamble to the act that provides opportunity for opening up India's forest land for very different non forest activities. It appears that recent amendments in forest conservation act has been brought out in achieving the national goal of net zero emission by 2070 and creation of carbon sink of an additional 2.5-3 billion tonnes of carbon dioxide equivalent by 2030 currently advocated by the present Government. Meeting of industrial wood requirements on the sustainable basis hardly finds any mention. A country like ours needs a separate act on promotion and facilitation of agro/farm forestry for the development of wood based industry, a subject of least priority of the government. There would always be demand for long rotation species which only few farmers can raise and majority of farmers may not be able to grow in their land and that should be targeted to be raised in FDC land or under production forestry in forest areas which are not conservation areas. Short rotation industrial wood demand should be targeted to be met from agro forestry / farmers land. The major surprising part is that first dissemination exercise about Agroforestry and the circular is not marked to any one in Agricultural Ministry or ICAR etc. It is high time that being nodal Ministry, MoAFW prepares a comprehensive action plan in consultation with the primary stakeholders for implementation of national agroforestry policy.

Even before the recent amendment in FCA, the MOEFCC has clarified in 2003 that the term 'Forest' shall not be applicable to plantations raised on private lands, except notified private forests. So the amendment is just an inclusion of this in the FCA. Lastly he suggested that why not set aside a part of the forest area for high jurisdiction commercial forestry for meeting the quality wood requirements. □

ETTF issues EUDR guidance to replace EUTR for timber exporters

From 30 Dec 2024, the EU Deforestation Regulation (EUDR) will replace the EU Timber Regulation (EUTR), according to the EU Timber Trade Federation (ETTF). It obliges importers of timber or timber products in the EU to apply a due diligence system prior to importing. They must have documentation to prove the deforestation-free wood has been legally harvested before entering the EU market. The wood must come from plots of land where no deforestation or forest degradation, according to its regulation implemented in 2020. Products covered by CITES or Forest Law Enforcement, Governance and Trade (FLEGT) licenses are also affected.

Importers have to specify the tree species, country of harvest, geo-coordinates of all plots of land where the wood was harvested, date or time range of harvest and evidence that the deforestation-free wood was legally harvested. The EUDR requires that the timber has been harvested in accordance with the relevant legislation of the country of production. Proof of the supply chain is also required to establish the link between the geo-coordinates provided, the proof of legality and the exported timber product. Timber imported into the



EU with a valid FLEGT licence is considered to have been legally harvested under the EUDR and hence fulfils a part of the requirements. FLEGT timber is no longer a 'green lane' as it used to be in EUTR. For wood products harvested from 29 Jun 2023 and delivered before 30 Dec 2024, importers have to apply for the EUTR. In a statement, the ETTF urges exporters to inform their timber suppliers of this new regulation for suppliers to provide necessary information in time. □

Action Tesa Launches Ornamatte, a Revolutionary Series of Matte Finish Products



Action TESA, a leading name in the wood panel industry, is proud to announce the launch of ORNAMATTE, a series of supermatte finishes that provide a new dimension to interior design. ORNAMATTE comes equipped with unique UV Coating hybrid technology that enables the company to produce all designs in two modes, UV finish and Super Matte finish.

The world is aware, colors have a profound impact on human behavior, and ORNAMATTE seeks to harness this by providing a range of colors that can stimulate people's appetite, encourage trust, enhance feelings of calmness, and change behavior in countless other ways. Matte finishes are currently trending everywhere, be it interior design charts for walls, furniture, or flooring, and ORNAMATTE seeks to completely transform the look of any space.

"ORNAMATTE is not just about good looks, it's a touch of silk and an expression of dignity and status. It's a beautiful world of gentle calmness," says Mr. Ajay Aggarwal, Managing

Director, Action TESA. "It is our goal to provide our customers with a product that not only looks good but also adds value to their lives. With ORNAMATTE, we believe we have achieved just that."

One of the unique features of ORNAMATTE is its fingerprint resistance. The product provides a smooth satin finish that is pleasing to the touch, while the colors are a treat to the eyes. The super-smooth surface does not carry any fingerprints, ensuring that the product always looks clean and pristine.

With ORNAMATTE, designers can go beyond the limitations of traditional finishes and explore a new world of unlimited designs. The product provides a unique concept that allows customers to give wings to their imagination.

Action TESA has used the latest technology to produce a product that not only looks good but also performs well. With ORNAMATTE, they hope to provide our customers with a product that enhances people's lives and adds value to their spaces like kitchens, kids rooms decor, office spaces and more. Imagination is the only limit!

ORNAMATTE is now available for purchase from all Action TESA outlets across the country. For more information about ORNAMATTE, please visit the Action TESA website. □



Indian Wood & Allied Panels

A Quarterly Publication on Plywood / Wood & Bamboo Based Panel Products

READ!

SUBSCRIBE!

ADVERTISE!

For more details:

Tel.: +91-9891788269, +91-11-25755649, E-mail: fippi@fippi.org

REVOLUTION IN DOOR INDUSTRY

TESA HDHMR DOOR

AVAILABLE IN

LENGTH (FEET)

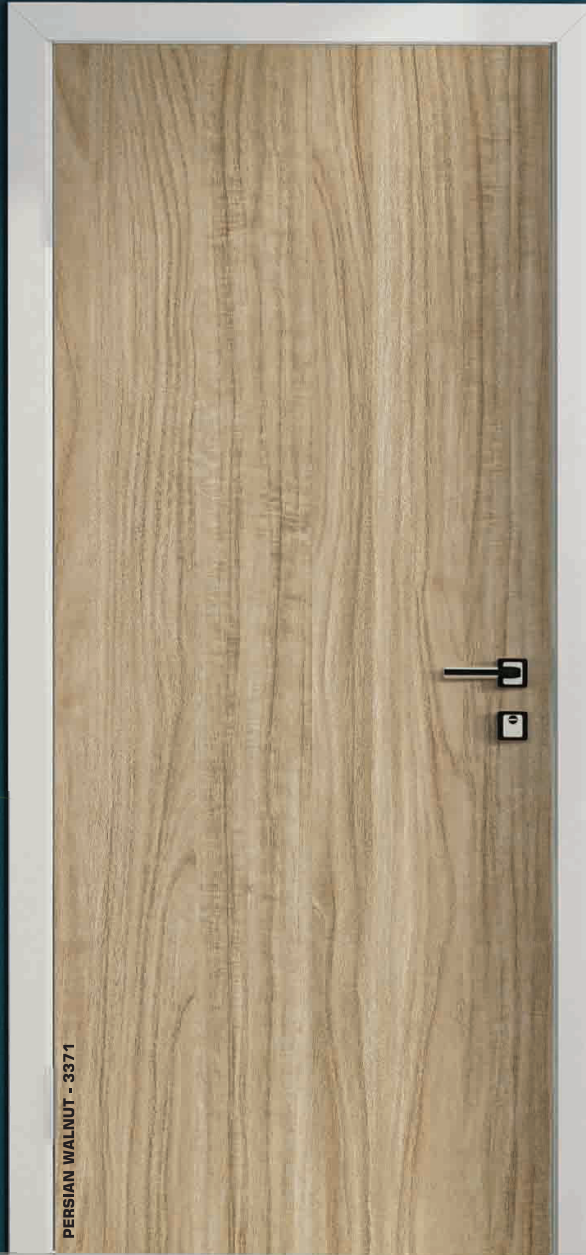
6.5, 6.75, 7 & 8

WIDTH (INCH)

27, 30, 33, 36, 39,
42 & 45

THICKNESS

30MM, 32MM & 35MM



- Ready To Use Doors
- Best Finishing, Unique and Rich Look
- Solid Structure, No Core Gap
- Smooth Surface, Zero Bubble Finish
- All Season Product & Dimensionally Stable
- Cost Effective
- Easy Locking System



PERSIAN WALNUT - 3371



HIGHER DENSITY



TOUGHER THAN PLYWOOD



NOMINAL COST



HIGHLY WATER RESISTANCE



BORER RESISTANCE



MULTIDIMENSIONAL BONDING TECHNOLOGY



HIGHER SCREW HOLDING STRENGTH IN CORE



ZERO BUBBLE FINISH



IDEAL ROUTABLE SUBSTRATE



BALAJI ACTION BUILDWELL:

Customer Care Service: 011-41120018, 41120098

cce2@actiontesa.com, cce3@actiontesa.com

PRODUCT RANGE : •Pre-Laminated & Plain Particle Board, MDF & HDHMR Board
•HDHMR Door •HDF Laminated Flooring •Embossed HDF Board •UV Coated Board
•High Gloss Acrylic Board •Door Skins



AMULYA MICA conducted Dealers meet at Vizag on 2nd August 2023

Amulya Mica had organized Dealers meet at Fortune Inn Sree kanya, Vizag on 2nd August 23. The meet was organized to launch new 1mm & 1.25mm Catalogue 23-24 (Inspired by World) among architects.

The company's Sr. V.P. Marketing- South & West Mr.Pillai, RSM Bangalore Mr. Vivek Kedia, Mr. Amit Kumar -PVC Laminate Product Head, Deputy B.M. Vijayawada Mr.I. Venkateswara Reddy, Distributor Amulya Mica Mr. Vishnu Pacheria of Nikita Plylam Vizag and Mr. Deenbhandhu Ji, & Company advisor Andhra Pradesh and Kerala Mr. Sreedhar Reddy had welcomed more than 250 delegates of Vizag region.

Mr. Abhishek Agarwal Executive Director Amulya Mica himself was present to greet the delegates. Mr. Sreedhar Reddy & Mr. Pillai briefed company's all products ranges plywood, laminates, WPC/PVC lead free board, Door Frame, cladding and about imperial laminates collection, Its USP and its benefits, which differentiate with others, at the same time company's CSR activities and award & recognition. They also explained company's shop-in-shop concept. The concept of Shop in Shop is about Opening an Experience Center in a designated area, provided by dealer inside his shop/showroom, display full sheets of imperial laminates collection, Amulya mica's premium laminate range.





In the event a new 1mm catalogue-23-24 & PVC Laminate folder were launched by eminent dealers. Mr. Pillai explained what is new in the 1mm catalogue. It is theme based, inspired by the world, using imported European paper and 34 new colors added. Further they explained some of the new features which are incorporated in this catalogue like 1.25mm thickness of Imperial Laminates along with Digital Laminates collection is included for ready reference, QR code etc.

Mr. Abhishek Agarwal in his speech thanked all the dealers for their gracious presence and strong bonding with Amulya. He specially thanked and appreciated distributor Mr. Vishnu Pacharia for his long-term bonding with Amulya family and his style of working. He informed the house about some new

innovative products of Amulya Mica, their benefits and at the same time future growth plan & activities. He also informed the house about the new PVC Laminate catalogue, where 75+ new designs were added. New Mirror laminates designs introduced which gives mirror/body reflection of the person next to the sheet and is simultaneously resistant to scratch.

All delegates appreciated Amulya Mica new catalogue, its design, and its new features. According to them the catalogue can suffice the needs of different segments of the customers (architects, channel partners and influencers).

The event was ended by following gala Dinner, music, dance & gift presentation. □

Realty sector set to expand to \$5.8 tn in 2047: Knight Frank

Knicht Frank India, a real estate consultancy in the country, in association with NAREDCO, has projected that India's real estate sector is expected to expand to \$5.8 trillion by 2047. This estimated real estate output value will contribute 15.5% to the total economic output in 2047 from an existing share of 7.3%, as per the projection. According to Knight Frank's India Real Estate Vision 2047 report, in the next 25 years, cumulatively there would be an estimated 230 million units of housing requirement in India. Residential real estate has a potential to generate an output equivalent of \$3.5 trillion in 2047, while office real estate is estimated to generate output equivalent to \$0.43 trillion, or \$473 billion, by that year. Private equity (PE) investments in the Indian real estate sector

have consistently grown over the past two decades, the report said. Projections for 2023 indicated that PE investments in the country's realty sector were poised to reach \$ 5.6 billion and \$54.3 billion by 2047. Niranjana Hiranandani, National Vice Chairman of NAREDCO said, "The northbound growth in the Indian Real Estate sector is driven by the favourable domestic economic environment with economic resilience, bolstered infrastructure growth plans, alternative investment models, and domestic consumption power." Growing GDP would stimulate commercial and industrial real estate growth, attracting global investors towards Grade A assets and emerging alternative asset classes would also play a critical role in pooling investments and boosting investors' confidence, he added. □

AMULYA MICA conducted architects & Interior Designers meet at Gunna, M.P. on 4th August 2023



Srivastav had welcomed more than 20 architects & Interior Designers of Gunna area.

Mr. Thakore briefed company's all products ranges plywood, laminates, WPC/PVC lead free board, Door Frame, cladding and about imperial laminates collection, Its USP and its benefits, which differentiate with others, at the same time company's CSR activities and award & recognition. He thanked all present dignitaries for long term bonding with Amulya mica and trust on products.

In the event a new 1mm catalogue-23-24 and Imperial laminate folder 1.25mm were launched by architects and interior designers. Mr. Thakore and Mr. Sumit Maheshwari explained what is new in the 1mm catalogue. It is theme based, inspired by the world, using imported European paper and 34 new colors added. Further they explained some of the new features which are incorporated in this catalogue like 1.25mm thickness of Imperial Laminates along with Digital Laminates collection is included for ready reference, QR code etc.

All architects & Interior Designers appreciated Amulya Mica new catalogue, its design, and its new features.

The event was ended by following gala Dinner, music, dance & gift presentation. □

Amulya Mica had organized architects & Interior Designers meet at Hotel Varun, Gunna, M.P. on 4th August 23. The meet was organized to launch new 1mm Catalogue 23-24 (Inspired by World) among architects & Interior Designers.

The company's VP-Export Mr. Sunil Thakore, Ahmedabad Branch Commercial Manager Mr. Devang Gadariya, Amulya Mica distributor Indore Mr. Sumit Maheshwari of New Plywood centre Indore and Gunna dealer Mr. Manoj Shivhare of Gaurav Plywood Gunna along with Sr. ASM Mr. Rinku Singh and Sales Executive Mr. Vaibhav

India emerges as the biggest growth market for U.S. hardwood lumber in the first half of 2023

Total value of lumber exported to India in the first two quarters of this year reaches USD 3.98 million



India has emerged as the biggest growth market for U.S. hardwood lumber in the first half of 2023, with the total shipped to the market rising by 76 percent in volume to 6,610 cubic meters and by 47 percent in value to USD 3.98 million, as compared to first half of 2022, according to the American Hardwood Export Council (AHEC), the leading international trade association for the American hardwood industry. The statistics, which have been compiled from the latest data released by the United States Department of Agriculture (USDA), also revealed that U.S. hardwood veneer exports to India fell by 35 percent in value to reach USD 534,000 during the same period.

Shipments to India during the first half of this year were dominated by white oak, ash, red oak, and maple, with the latter rising from a very small base in the previous year. The biggest increases in value and volume were seen in ash (931 percent and 1,092 percent respectively), maple (809 percent and 1,155 percent respectively), walnut (248 percent and 268 percent respectively) and white oak (160 percent and 121 percent respectively). This increase comes at a time when long-term forecasts for India's economy by Goldman Sachs point to a stunning progress in innovation and technology, along with the country having a demographic to drive growth even further.

"According to Goldman Sachs 'innovation and increasing worker productivity are going to be important for the world's fifth-biggest economy. In technical terms, that means greater output for each unit of labor and capital in India's economy'. This is encouraging particularly given that the wood processing industry in the country still remains relatively unorganized and

cottage-based. That being said, we are seeing modernization in the industry and a greater acceptance of imported species. At the same time, the availability of locally-sourced hardwoods is in decline, which bodes well for the future of American hardwoods in India," said Roderick Wiles, AHEC Regional Director.

A report by Mordor Intelligence states that the India furniture market size in 2023 is estimated at USD 15.79 billion and is expected to reach USD 26.85 billion by 2028. Mordor further points out that the Indian furniture market has changed, expanding beyond chairs and tables to include designed interiors. A growing middle-class, rising disposable income and the growing number of urban homes are all contributing to the expansion of demand for furniture. Demand for furniture is also being driven by the tourism and hospitality industry and the corporate sector, with the increasing number of hotels and business offices further spurring demand for furniture in the country.

"Whilst the overall volumes of U.S. hardwoods being shipped to India remain small for now, they are definitely a clear indication of a genuine market shift towards American species. The Rajasthan furniture and handicrafts sector is certainly a developing end-user sector for American hardwoods, with an increasing number of manufacturers who are currently or have recently started working with American hardwoods. In addition, there are manufacturers of high-end furniture and joinery for the domestic market dotted all over India and this is where we are likely to real and long-term growth in the coming years," concluded Wiles. □

Greenply Industries unveils new campaign with Jr. NTR for Zero Emission product range



Greenply Industries Limited, one of India's largest interior infrastructure companies, has embarked on an exciting new journey with the launch of its new brand campaign for the innovative Zero Emission (E-0) product range. The Television Commercial (TVC) reflects the captivating charisma of one of India's most successful commercial stars, N. T. Rama Rao Jr. Greenply has been a trendsetter of advertising within the wood-panel industry, and with this partnership, it is setting yet another milestone.

Greenply introduced India's first-of-its-kind zero-emission plywood range in the year 2021, setting new standards for product innovations in the wood panel industry. The brand's new TV commercial is set to make waves, showcasing Jr. NTR as the hero who champions the cause of healthy interiors. The story of two carpenters discovering the benefits of Greenply after a dramatic encounter with the Telegu superstar is sure to captivate audiences, reminiscent of the electrifying charm of a South Indian blockbuster.

The commercial unfolds in a bustling workshop, where two carpenters labor diligently with ordinary plywood. Their discomfort becomes evident as they battle the harmful emissions emitting from the plywood, causing eye irritation, and breathing difficulties. In a true action-heroic style, Jr. NTR makes an entrance, confidently strides towards his cutout, and with a bold kick, he sends the wooden cutout made from ordinary plywood tumbling, declaring a victory over ordinary harmful emission plywood. A moment of comprehension dawns upon the carpenters, who join him in unison.

The TVC depicts Jr. NTR and Greenply's Zero Emission plywood as a hero who fights the harmful emissions from ordinary plywood, protecting the consumers from its harmful effects.

Manoj Tulsian, Joint Managing Director and CEO at Greenply Industries, expressed his delight at this collaboration, stating, "Greenply Industries has always been at the forefront of innovation in the plywood industry. Our Zero Emission product range is a testament to our commitment to product innovation and the well-being of our consumers. We are thrilled to have Jr. NTR as our brand ambassador, as both Greenply and Jr. NTR share mutual values of sustainability and a deep commitment to the environment. We are certain that his charismatic pan-India appeal will help us reach a wider audience and create greater awareness about the critical role of eco-friendly products in the home interiors."

As Greenply continues to push the boundaries of innovation, this collaboration with Jr. NTR marks a significant milestone in the brand's journey. Greenply is strategically undertaking an extensive digital campaign amplification effort designed with a multifaceted approach. This comprehensive strategy will reach the target audience, leveraging key influencers, and harnessing the full potential of the digital landscape. In addition to the robust digital presence, Greenply is also orchestrating an impactful activation of the campaign across more than 35 cities through Out-Of-Home (OOH) channels and various on-ground initiatives. This multi-pronged approach will ensure that the key message penetrates deep into urban and semi-urban areas, resonating with a diverse cross-section of the population.

Television, playing a pivotal role in Greenply's campaign, serves as a dynamic medium to engage directly with its end consumers. Through this medium, Greenply aims to disseminate its message of fostering healthy interiors and championing Zero Emission products. The exciting TV campaign is set to ignite enthusiasm and drive the company's mission of creating eco-friendly living spaces across the nation. □

Duroply to launch 'Duro Advantage - 09 layers of protection' on its top brands at MATECIA 2023

Duro Advantage is an assurance of nine most sought after features by the customers in its premium brands Innovation is at the core of customer centric organisation. Being most experienced among leading plywood players, Duroply launches products which industry later adopts. Interior industry partners are looking forward to Duroply pavilion at MATECIA 2023

Duroply, the most experienced among the leading players in the plywood industry, is all set to launch 'Duro Advantage - 09 Layers of Protection' on its top brands at the upcoming MATECIA 2023, India's leading exhibition for the Building Material industry. Scheduled from September 22 - 24, 2023, at Pragati Maidan, New Delhi. MATECIA brings together all players in the building material industry under one roof. Acclaimed for its premium quality products, Duroply has become a sought-after pavilion at the exhibition.

MATECIA Exhibition is an annual event where architects, designers, construction and building materials industry enthusiasts and professionals come and showcase their latest products and services.

Mr. Akhilesh Chitlangia, Executive Director and Chief Operating Officer, Duroply, emphasised the company's commitment to customer-centric innovation, "Customers are always looking for individual features on plywood products. We have clubbed together nine most sought after features and are going to launch it at MATECIA 2023. Our products with 'Duro Advantage' coupled with 'Duro Lifetime Guarantee' from insect infestation are an unparalleled assurance to our esteemed customers."

He added, "We are thrilled to be a part of the MATECIA Exhibition once again, where true to its tradition, Duroply is launching products led by innovation. Products launched by us go on to become the norm in the industry. We invite all architects, designers, and Skill Partners to visit Duroply pavilion to experience first-hand how we have imbibed customer centricity and ingrained innovation in the DNA of our company. We understand customers' needs and craft products that meet those requirements. Our approach to innovation has consistently set industry benchmarks, encouraging other players to follow suit."



With a strong foothold and reputation in the plywood industry, Duroply has been steadily expanding its reach across India.

'Duro Advantage - 09 Layers of Protection' has all the sought after features that a plywood customer expects from a premium brand: Five Heat Treatment, Duro Advanced Fireshield Technology, Termite Proofing, 72-hour Boiling Water Proof Grade, Super Log Criterion, Superior Calibration, PFS Super Bonded, Low Formaldehyde Emission, and QR-Based Fraud Protection. Duroply is initially going to launch 'Duro Advantage' across its top six brands: Duro Titanium, Duro Derby, Durobord, Duro Pumaply, Duro Door, and Duro Plus. □

*Readers are invited to send views, comments and suggestions if any, addressed to Editorial board
We also invite your valuable Advertisement and Article to be published in the Journal.*

"INDIAN WOOD & ALLIED PANELS" Quarterly Journal - FIPPI

404, Vikrant Tower, 4, Rajendra Place, New Delhi-110008, India
Tel.: +91-11-25755649 (Direct), 25862301, Fax:+91-11-25768639
E-mail: fippi@fippi.org, Website: www.fippi.org

JPC clears all changes on contentious Forest Conservation Amendment Bill



Parliament House (Representative Photo)

The Joint Parliament Committee (JPC) has cleared all amendments proposed in the Forest (Conservation) Amendment Bill, 2023. The Committee approved and adopted its report on the Bill. The Bill brings about sweeping changes to how forests are governed and seeks to clarify what constitutes a forest, and hence attract provisions of the Forest Conservation Act in case of diversion.

In its 201-page report tabled the JPC stated that it received 1,309 memoranda along with comments from various state governments, departments and ministries and four notes of dissent from opposition MPs within the Committee among others.

Despite stiff opposition from various sectors, the Committee has cleared very contentious amendments, the report suggests.

Several state governments, experts and the ministry of tribal affairs (MoTA) had raised concerns with the preamble of the Bill which states that “the importance of forests is to be realised to enable achievement of national targets of ‘Net Zero Emission by 2070’ and maintain or enhance the forest carbon stocks through ecologically balanced sustainable development.”

Experts said if the ‘net zero timeline’ is not met, the act will have to be amended again. The MoTA urged that the preamble doesn’t use broad terms such as forest-dependent communities and instead say forest dwelling scheduled tribes (STs)/Other Traditional Forest Dwellers (OTFDs) which has been overruled.

There was widespread opposition to the change of title of the

Act to ‘Van (Sanrakshan Evam Samvardhan) Adhiniyam’ which the Committee highlighted that it is non-inclusive since it leaves out vast non-Hindi speaking population in South India and the northeast. Several experts called for a bilingual approach and also stated that the word Samvardhan which means development doesn’t apply since the bill is focused on conservation.

One of the major provisions of the Bill is to cover “only land that has been declared or notified as a forest under the Indian Forest Act, 1927 or under any other law. It also seeks to recognise only forest lands that were recorded as forests as on or after October 25, 1980”.

The Bill states that prior forest clearance is not needed in some cases, including for forest land situated within a distance of 100 km along international borders or Line of Control (LoC) or Line of Actual Control (LAC), and which are to be used for construction of a strategic linear project of national importance. Almost all of the northeast would fall into this category.

The amendment bill also exempts from seeking prior forest clearance, strip forests (up to 0.10 hectares or ha) situated alongside a rail line or a public road maintained by the government; tree plantations on private lands that are not categorised as forests; up to 5 ha area proposed to be used for construction of defence related or public utility projects in a Left Wing Extremism (LWE) affected area.

The submissions annexed in the report show widespread opposition to these clauses. Defending its move, the environment

ministry stated that these exemptions had to be made because of 1. The absence of clarity on the scope of the Act necessitated introducing the “Applicability” section. This is also in line with the clarification given by the Supreme Court in 1996. 2. Government records for the Act needed clarity and accordingly defined as an explanation. 3. Exemption has been proposed to provide connectivity to the roadside amenities, habitation and access to rail. 4. Clarity is being provided to promote plantation on non-forest land as envisaged in the National Forest Policy. 5. Strategic and security-related projects of national importance need to be fast-tracked to ensure the development of vital security infrastructure, especially along the international border areas such as Line of Actual Control (LAC), Line of Control (LoC), as also in the notified LWE areas.

“The major concern of this Bill is that the 2023 Amendment will likely dilute the Supreme Court’s 1996 landmark Godavarman judgment which had widened the scope of the FCA to apply to any land recorded as forest by the government irrespective of its ownership,” a member said.

The ministry of environment, forest and climate change of India (MoEFCC) has stated that there is no dilution of the Supreme Court’s order. The explanation provided under proposed

section 1A(1) of the Bill clarifies that all forests, including unclassified forests, recorded in the record of the government, forest department local bodies, or authority will also attract the provisions of the Act.

The dissent notes attached are from MPs Pradyut Bordoloi from the Indian National Congress (INC), Phulo Devi (INC), R Girirajan from Dravida Munnetra Kazhagam and Jawhar Sircar from Trinamool Congress.

“Given that the FCA is of great importance to people across the country, 60% of which are dependent on forests and other ecosystems directly for their sustenance and livelihood, it is vital that is inclusive in its terminologies, not leaving out the population in non-Hindi speaking regions, including the South and the North-East regions,” note from Bordoloi said.

On the exemptions, he also wrote: “Such an amendment would dilute the Supreme Court’s 1996 landmark Godavarman judgment which widened the scope of the FCA to apply to any land recorded as forest by the government irrespective of its ownership. The proposed amendment would in effect limit the scope of the forest clearance mandate under the FCA at a time when India is rapidly losing essential forest cover.” □

Century Laminates ties up with Manish Malhotra



Century Laminates, one of the brands in the furniture surface solutions category, has tied up with fashion designer, Manish Malhotra, and launched a range of laminates that truly in letter and spirit ushers in ‘Fashion for your Furniture’

With the introduction of Manish Malhotra, Century Laminates redefines design with its industry-first range of designer laminates for customers. Manish Malhotra said, “It was great collaborating with Keshav. I think both of us are keen towards being innovative. Both of us are known for our quality work. There is always that extra step which you need to take with changing trends & time and Keshav is very keen to do that, to move with time. And with Designer Laminates a lot of people will identify the product and what this new range of laminates speaks about.”

Century Laminates by Manish Malhotra brings in that element of exclusivity, which is coveted by high-end consumers,

capturing the essence of Manish Malhotra’s designs in three exquisite ranges. His penchant for designs rooted in Indian culture & tradition finds expression in the contemporary, world-class look of the elegant range. He incorporates the double M monogram into the very modern Insignia range, stamping it with his unmistakable style.

Keshav Bhajanka, Executive Director, Century Plyboards (India) Limited, said, “I am so proud and delighted that Century Laminates has tied up with Mr Manish Malhotra, a designer par excellence, to bring this range of laminates to our customers. Over the last few years, we have been witnessing a sea change in customer behaviour & lifestyle. They are looking at brands to amplify their style quotient and enhance their personality. They are aligned with global trends and exposed to international styling.”

“In order to cater to such consumers, we wanted to innovate and change the way laminates have looked for ages. Instead of making incremental changes, we chose to unveil designs that will radically redefine the decorative space. We thought of ‘revolution’ not ‘evolution’ and who better than Manish Malhotra to turn the ‘revolution’ we had envisioned into reality He has effortlessly extended his expertise and his customer insight – from dresses to brand labels to accessories to, eventually, furniture,” he added

Century Laminates by Manish Malhotra introduces a designer of this stature into the laminates category for the very first time. This trend-beating genre of designer laminates – uber cool, super classy, and a pride to own – is aptly described as Fashion for your Furniture. Discerning customers, interior designers, and architects will now be like painters & sculptors – mixing & matching these laminates, making their imagination run wild as they create their own masterpieces. □

Greenpanel looks to maintain 23-25 per cent operating margin guidance for MDF biz



Greenpanel Industries, one of the largest MDF and plywood-makers in India, is expecting to maintain its EBITDA margin guidance of around 23–25 per cent for the MDF segment and 8–10 per cent in plywood for FY24. It is targeting a double digit volume growth of 12-15 per cent in MDF; and 8–10 per cent in plywood.

The company's Q1 was impacted by increased brand spends, loss of production and sales volume due to the maintenance shutdown at Rudrapur (Uttarakhand) — which hit the bottomline and increased maintenance costs. This apart, there was a steep fall in export realisations and a drop in raw material costs, which saw the profit-after-tax halve on a y-o-y basis to ₹37 crore.

For the April–June period, the EBITDA margin (earnings before interest, tax, depreciation and amortisation) was 18.7 per cent. In terms of volumes, the MDF sales (accounting for 88 per cent of turnover) fell by 13 per cent at ₹340 crore; while plywood sales volumes dropped by 37 per cent.

According to V Venkatramani, CFO, Greenpanel, there was some pressure on the demand side and an added one because of additional supplies; apart from a fall in raw material costs. But, these are unlikely to have a long-lasting impact. The company has come out with new offerings — lower priced ones competing with cheaper imports — across certain segments where “realisations would be lower but would in turn get compensated by the additional volume (sales) generated”. Greater volume sales are targeted across domestic markets too; which means there will be some curtailing in exports.

Higher shipments in the plywood & MDF sector are reportedly coming in from countries like Vietnam, Thailand, Malaysia and Indonesia. “We are targeting better volumes from domestic markets and also in segments which traditionally have contributed a lower realisation. So, there could be changes in the realisation in the succeeding quarters. But what we are targeting

is having volume with lower realisation,” he told businessline. “Our guidance continues to be double digit volume growth and 8 to 10 operating margin in plywood and 23 to 25 per cent margin in MDF,” Venkatramani explained.

The new offerings, which come at 7-8 per cent lower cost, are expected to have a 15–20 per cent contribution towards volumes (on a full year basis).

Mix of value-added products was around 54 per cent in Q1 (higher than Q4FY23). “So, we will be targeting growth in the mix of value-added products over the current year and the next year,” he said. The target is to take value-added products to be in the 65 per cent range in the medium term. □

Godrej and Boyce aim 30 per cent growth for Godrej Interio

Godrej interio

Godrej and Boyce the flagship company of Godrej group is eyeing 30 per cent growth under its furniture and interior solutions brand - Godrej Interio. The company has planned to expand its retail presence by launching 10 exclusive showrooms and 180 retailers over the next three years. Currently, the company has about seven distributors. It would focus on the solid wood beds segment. Presently, the contribution from the solid wood beds segment is only five per cent which is planned to grow to at least 15-20 per cent over the next one year. □

Greenply's MDF Gujarat plant first in India to secure FSC-FM Certification



Greenply Industries, with over 30 years of experience in manufacturing a comprehensive range of plywood, Medium-Density Fibreboard (MDF), block boards, decorative veneers, flush doors, and other allied products, today announced that its state of the art MDF unit at Vadodara, Gujarat has achieved the prestigious Forest Stewardship Council (FSC) Forest Management (FSC-FM) certification, setting an industry milestone as the first MDF facility in India to attain this certification. Greenply has also attained the FSC® – FM (Forest Management) Certification from the Forest Stewardship Council (FSC®) for its sustainable plantation unit located in Tizit, Nagaland in the year 2021.

Greenply's MDF Plant at Vadodara, Gujarat has met all of the necessary qualifications to be certified as a 'Well-Managed Plantation' in accordance with the Forest Stewardship Council's® Principles & Criteria, as elaborated by the SCS Final Interim Standard for Forest Management Certification in India under the Forest Stewardship Council.

The certification has been granted for the plantations of namely, *Eucalyptus camaldulensis*; *Leuceana leucocephala*; *Dentrocalthus strictus*, *Bambusa arundinacea* and *Melia dubia*.

Forest Stewardship Council (FSC) is an international organization that encourages accountable forest management and sustainable practices. The FSC-FM certification provides a set of standards and criteria that cover an array of ecological, communal, and economic aspects of forest management. To achieve FSC-FM certification, forest management actions must undertake a challenging assessment by autonomous certification bodies on compliance with the FSC standards and determine whether the forest management practices are environmentally appropriate, socially beneficial, and economically viable. The FSC-FM certification tag on a product specifies to customers

that the product comes from a sensibly managed forest.

Speaking about this achievement, Sanidhya Mittal, Joint Managing Director, Greenply Industries said, "The FSC-FM certification signifies Greenply's allegiance to sustainable practices and sensible sourcing of raw materials. It ensures that the material used in the manufacturing process at our MDF plant comes from our responsibly managed plantations. The FSC-FM certification serves as a testimony to Greenply's commitment to reducing its environmental footprint and contributing to a greener future in the interior infrastructure industry."

The company has collaborated with global technology leader Siempelkamp Germany, for utilizing the state-of-the-art PRODIQ-NEO technology in the manufacturing process at the MDF Plant. The technology utilizes Artificial Intelligence to analyze myriad microfibers to deliver each board with utmost precision thereby guaranteeing the finest product quality and durability. Greenply has plans to produce all products subcategories of MDF including thin & thick, pre-lam and other value-added products in a phased manner.

Led by a sustainability-oriented approach, Greenply has been undertaking extensive plantation activities over the past several decades leading to responsible procurement of raw materials. Besides environmental protection, the plantation activity helps maintain the financial viability of the ecosystem as it generates employment for the local inhabitants too. Greenply has planted around 24.85 million saplings till March 31st, 2023, covering an area nearly of 31,714 acres of plantation land and pledges to take this number to 50 million by 2025. The company plans to plant these saplings across the states of Gujarat, Nagaland, Uttar Pradesh and West Bengal. It is noteworthy to mention here that Greenply is also the pioneer in the wood panel industry to release its maiden ESG report for FY'22 recently. □

Dieffenbacher to supply CEBRO plant for OSB production to New Zealand building products producer



Ian Jones, Fletcher Wood Products, general manager at Fletcher Building (left) and Dieffenbacher CEO Christian Dieffenbacher (right) seal the cooperation with a handshake.

New Zealand's manufacturer of building products Fletcher Building Limited has ordered a complete CEBRO plant for the production of Fine-oriented strand board (OSB) from German machine and plant manufacturer Dieffenbacher.

The plant will be built at Fletcher Building's Laminex site in Taupo, in the centre of the country's North Island. In Fletcher Building's efforts to support New Zealand's goal of a low-carbon circular economy, the new plant will include Dieffenbacher's new Belt Dryer.

According to Dieffenbacher, the new Belt Dryer is one example of how Dieffenbacher technology will support the sustainability of the new plant. Along with digitalisation, advanced plant engineering and operational excellence, sustainability is one of the four pillars of Dieffenbacher's smart plant concept CEBRO.

The Belt Dryer has a low thermal energy consumption. It works at lower temperatures than drum dryers and can use low-caloric energy from the waste heat of other plant components that would otherwise remain unused. Furthermore, it can be used in combination with cogeneration.

"It is only a small part of our new plant, but the Belt Dryer is a perfect example of Dieffenbacher's advanced solutions," said Paul Thorn, Fletcher Wood Products, capital works manager at Fletcher Building. "We chose Dieffenbacher for this important project because we are assured that they will help us move our business forward."

Fletcher Building's new CEBRO plant will have the flexibility to produce Fine OSB and conventional OSB. Fine-OSB is a unique type of board consisting of an OSB core layer covered top and bottom by layers of particleboard. It combines OSB's optimal mechanical properties with the surface quality of particleboard



Project discussions at the Laminex site in Taupo between Thorn and Dieffenbacher project manager Ralph Fink.

Besides the new Belt Dryer, Dieffenbacher will supply an energy plant, a debarking line, purchased material infeed, strand production, a MAIER Impact Mill, the screening and air



Traditional Māori groundbreaking and blessing ceremony for Fletcher Building's new CEBRO Fine OSB plant.

grading, material recovery, glue preparation, glue dosing and gluing systems, the forming station and forming line, a CPS+ continuous press with Press Emission Control System, raw

board handling, pneumatic systems, electrics and automation, the digitalisation solution EVORIS and the digital service platform MyDIEFFENBACHER.

In addition, Dieffenbacher subsidiary B. Maier Zerkleinerungstechnik is responsible for engineering the entire wood yard up to the strander. The new CEBRO plant will replace a particleboard production line featuring an almost 50-year-old single-opening press supplied by Dieffenbacher to Fletcher Building in 1974.

“It is remarkable that our old press served us so well and for so long. With the right maintenance, we believe our new Dieffenbacher plant will last at least as long,” said Thorn.

Construction in Taupo will begin in early 2024. Start-up is scheduled for the Q4 2024, and full-scale production by mid-2025. □

Investment Focuses on Forest Sector



Private equity is increasingly looking for green investment opportunities. That includes development of exciting new low environmental impact wood-based materials, writes Sampsu Auvinen, CEI-Bois chairman and advisory board chair of the new United Bankers Forest Industry Green Growth fund

They say that after a great party there will be a hangover. That's definitely the case for wood products currently. After the two-year bonanza starting during the pandemic, we're now facing a demand slowdown. 2023 will be a weak year for our industry and who knows how long the slowdown will last. There are so many moving parts in the equation, making short-term forecasts almost pointless.

Slow demand is partly due to inflation, which is making consumers cautious and leading to project delays. We also saw abnormally high sales of decking, garden products and DIY consumables during the Covid years, inevitably leading to lower demand in coming years. The supply/demand balance will take some time to return to normal.

At the same time, we have great things happening in our industry. Wood products require less fossil fuel and produce fewer CO₂ emissions in processing and manufacture than non-wood construction and manufacturing alternatives, such as concrete, metals, or plastics. They also emit lower volatile organic compounds and, because of its natural cellular structure, wood has a higher insulation rating than both steel and plastic.

Finally, this message is getting through and, as consumer demand for green building solutions grows, wood – provided of course that it's derived from sustainably managed forests – is becoming increasingly attractive as an alternative to traditional construction materials.

As research continues into new technologies, innovative products are also being developed from wood for this and other markets and critically this work is also being backed by the finance sector.

Private equity investment in the forest industry is already on the increase and is set to grow further in the coming years. In the UK alone it is estimated that £2.5bn has been invested by PE investors in our sector in recent years. This source of financing will be key for growth and innovation.

Specialised investment funds, such as the recently launched United Bankers Forest Industry Green Growth Fund from Finland (UB FIGG – covered in this issue on pp62-63), have also been set up specifically to focus on our industry.

This should be seen as a positive trend as they not only provide sources of financing and expertise, but also attract young people in a new way to our industry. Sustainable and Environmental, Social and Governance (ESG) friendly investment is becoming increasingly popular amongst investors and our industry is in pole position to capitalise. Investors are showing a greater interest in companies that are actively reducing their environmental impact, supporting diversity, and driving positive change to tackle the climate change. This will also be driven by regulators as it's an issue high on the political agenda worldwide.

This trend is beneficial to both investors and companies, as it puts pressure on the latter to become more conscious of their social and environmental impacts. Additionally, it ensures that investments are directly linked to reducing climate change and driving positive social change.

Regardless of the headwinds we are currently facing with our traditional sawn and planed timber and sheet materials, I believe the future looks bright for wooden products and our industry. □

Ikea enters 2nd phase of growth in India, to expand retail operations, local sourcing

Ikea, which has completed five years of retail operations after opening its first store in Hyderabad on August 9, 2018, plans to increase its employee count to 10,000 from 3,000 in the coming years.

Swedish furniture maker Ikea is looking for omnichannel expansion with diverse retail formats besides kicking off online operations in Delhi-NCR by the end of 2024 as it enters the second phase of growth in the Indian market.

According to company India CEO Susanne Pulverer, Ikea is now planning to expand its operations by adding more stores to its network and considering new locations such as Pune and Chennai and increasing local sourcing making products more affordable here.

Ikea, which has completed five years of retail operations after opening its first store in Hyderabad on August 9, 2018, plans to increase its employee count to 10,000 from 3,000 in the coming years.

Besides, the company which sources from India for its global retail operation, is expanding its scope and looking into a big category with wood-based products here.

“Our next growth phase in India looks very promising and full of opportunities. Ikea is committed to India and here for the long term. We are looking at an omnichannel expansion in India with diverse retail formats to come closer to the many people in India,” Pulverer told PTI.

She further said: “We have already booked an investment of Rs 10,500 crores in building five stores in India, apart from announcing investments in two large shopping centres in Gurugram and Noida with integrated Ikea stores.” In the second phase, Ikea is “looking at a faster expansion than the first five years”.

It expects an “accelerated expansion” based on the learnings from the first phase. Ikea has opened stores in cities such as Hyderabad, Mumbai, and Bengaluru cities and has an online presence in Ahmedabad, Vadodara, Surat, and Pune under the first phase.

“Delhi NCR is our next big market. We are planning to start online operations in Delhi by the end of 2024 followed by the Ingka Centres Gurugram project opening in 2025,” she added.

After Delhi, Ikea is “looking at what are the next markets as well. Pune and Chennai are interesting. Of course, we are exploring more opportunities, but it is important to penetrate each market in a good way, with a good omni-channel setup”. It is important to penetrate India with good omni-channel support, Pulverer added.

“What we have learned is that our full-size stores, flagship stores of IKEA work very well in India. So that’s the base and then to complement we will have a different format services fulfilment set up to support it,” she said.

Over investments, Pulverer hinted that it would not be



limited to Rs 10,500 crore but would be expanded further in the long term.

“We are only in the beginning of reaching people in India. So we will have to invest much more this is as we say we are here for the long term. We have started with these investments and we are looking into the next phase based on what we have learned,” she said.

“We will go to many more cities, one by one and really reach more people,” she added.

The company also plans to grow local sourcing share in India in the coming years, which will help Ikea become more affordable.

“As we diversify into newer categories to manufacture Ikea products in India, we are also exploring the possibility of manufacturing wooden products in India,” she added.

On Ikea’s five years of operation here, Ikea India CEO Susanne Pulverer said the company has learned during the pandemic about managing the supply chains, which will help them “into the future”.

Ikea is also celebrating 40 years of sourcing from India for its global operations. “We started with textile and carpets, but that has also expanded into other categories plastic and metal and mixed materials, decorating items, fibre natural fibres, mattresses and we are now looking into a big category with a wood,” she said.

“There is some availability but not sufficient to really be a big sourcing market ... There is a need for more sustainably managed forests that can give the right sustainable raw material,” Pulverer added.

Ikea is working with around 65 suppliers in India producing for Ikea stores worldwide.

“We can we are not here just to sell furniture we want to be part of the India growth story and be a good business partner in that,” she said. □

Stimulus measures in China boosts timber market, registering growth in Global Timber Index



According to the International Tropical Timber Organization (ITTO), China's timber market grew in July 2023 with the country's Global Timber Index (GTI) registering 53%, the second time since April it has exceeded the 50% threshold, indicating growth in the sector.

As reported in the latest edition of the GTI Report, the rebound came as 13 government departments in China issued the Notice on Several Measures to Promote Home Furnishing Consumption.

The news was also positive for the timber sector in Gabon, where the GTI increased by 7 percentage points in July to 51.3%, driven by factors such as a larger harvesting volume, a higher number of employees in both production and management, and more active delivery.

As for other countries, ITTO reported that the timber sector was relatively stable in Indonesia and Brazil in July. Indonesia's GTI was at 50%, down by 5.3 percentage points, indicating that the overall level of timber processing and manufacturing was unchanged since June.

Although Brazil's GTI remained in the contraction range in July at 35.3%, the decline was minimal compared with June.

The news was less positive in other countries. The GTIs of Malaysia, the Congo and Mexico were 34.7%, 34.8% and 43.4% respectively, with continued declines in activity showing the sluggishness of those countries' timber markets.

The July edition of the GTI Report updated the challenges facing the timber sector, as reported by GTI-participating

enterprises. Timber-producing countries have seen declines in export demand in 2023 due to the ongoing contraction of international market demand, and some enterprises in Brazil said they have put workers on furlough in response.

Companies in the Congo reported a marked slowdown in demand for species such as okoume and ayous in Asian markets, especially China. In light of a log-export ban in the Congo, China imported only 2,614m³ of okoume in June, down by 95% compared with the same period last year and a drop of 90% compared with the preceding month.

GTI-participating enterprises made various suggestions for tackling challenges in their countries. For example, enterprises in Mexico suggested new policies for raising green-purchasing awareness, and Gabonese enterprises said they were looking to diversify their products to increase competitiveness. □

Indian Wood & Allied Panels

A Quarterly Publication on Plywood / Wood & Bamboo Based Panel Products

READ!

SUBSCRIBE!

ADVERTISE!

For more details:
Tel.: +91-9891788269, +91-11-25755649
E-mail: fippi@fippi.org

DIEFFENBACHER to supply world's first plant for the production of MDF from date palm fronds to Egypt

Collaboration with National Service Projects Organization (NSPO) and WESER Industrie- und Anlagentechnik GmbH



German companies WESER Industrie- und Anlagentechnik GmbH, an engineering, procurement and construction specialist, and DIEFFENBACHER, a leading manufacturer of press systems and complete production plants for the wood-based panels industry, are collaborating with the Egyptian EPC contractor MT Mixers to supply a unique, innovative and eco-friendly plant for the manufacture of high- and medium-density fiberboard (HDF/MDF) from date palm fronds to Egypt's National Service Projects Organization (NSPO). The facility is being built in the Toshka region and is scheduled to produce its first board in the fall of 2025.

WESER is acting as general contractor for the turnkey project, which will cover an area of 400,000 m². The DIEFFENBACHER scope of supply for the complete plant project starts with a MAIER chipping line consisting of a MAIER Drum Chipper with extra-large infeed cross-section specially designed for high-volume material, a feeding belt conveyor, a vibration dosing table and an integrated MAIER Rechipper. It

also includes chip cleaning, the refiner, dryer and air grader, glue preparation and dosing, the forming line and forming station, a CPS+ continuous press with Press Emission Control System, the raw board handling and the sanding line, strapping line and pneumatic systems. Additionally, DIEFFENBACHER will take care of the plant's automation and electrics.

The contract also includes a 29 MW energy system consisting of a solid-fuel fired steam boiler and a thermal oil heater. "This is the first time since the acquisition of the former BERTSCHenergy in January 2023 that we have integrated a DIEFFENBACHER Energy solution into a project of our Wood business unit," explains Stefan Zipf, head of the Wood business unit at DIEFFENBACHER. "Our Austrian and German energy experts from Bludenz and Eppingen have worked closely together to provide NSPO with a customized solution perfectly suited to the special requirements of burning palm waste."

Adjacent to a 40,000-acre date farm, the new plant will use date palm fronds to produce around 125,000 m³ of MDF/HDF per year. "This will make the factory a one-of-kind in the world," says WESER's managing director Ahmed Amrou. "Usually, palm fronds are considered farm waste. In this case, however, instead of wood, which is hard to get in this region anyway, they will be used to produce high-quality MDF/HDF boards that can be utilized for flooring or by the furniture industry, for example. The production facility is a valuable contribution to more sustainable farming in the area," he adds.

In addition, the plant will create around 500 new jobs and is expected to boost the local economy in the Toshka region. Following the signing of the contract between NSPO, WESER and DIEFFENBACHER, work on the construction site in Egypt began in April 2023. □

Gloss Meister Panels from Merino, where luxury meets durability and style

Merino, one of the world's largest producers of high pressure laminates, is transforming the aura of a space with its range of Gloss Meister Panels. These High Gloss PU+ Acrylic coated panels are the epitome of elegance, making them the perfect choice for discerning customers in the premium and luxurious segment. With their exceptional features and exquisite design options, Gloss Meister Panels are set to transform any space into a stunning masterpiece.

Crafted with superior technology, Gloss Meister Panels undergo a meticulous manufacturing process. They are treated with hot lacquered PU and multiple UV cured acrylic layers on the surface, resulting in a mirror-like finish that exudes opulence. The PU+ coating applied to these panels not only enhances their glossiness but also provides remarkable scratch resistance and easy maintenance.

Say goodbye to the worries of everyday wear and tear, as these panels are designed to maintain their flawless appearance over the long term. One of the standout features of Gloss Meister Panels is their ability to retain color vibrancy without any yellowing effect. Thanks to the special construction of PU+ layers, your chosen colors will stay true and captivating, preserving the beauty of your space for years to come. The top layer of PU+ also offers superior abrasion resistance, surpassing other coated surfaces available in the market. This means your Gloss Meister Panels will withstand daily use and maintain their stunning allure, even in high-traffic areas like work stations, wardrobes, modular kitchens, etc.

Hygiene is a top priority in any environment, and Gloss Meister Panels excel in this aspect as well. The carefully engineered surface and the use of advanced resins provide these



panels with antibacterial properties, ensuring a clean and safe environment for your loved ones or customers. Additionally, Gloss Meister Panels possess anti-fungal properties, further enhancing their hygienic qualities. You can trust that your space will not only look exquisite but also maintain a healthy atmosphere.

The Gloss Meister range offers a wide selection of designs to suit various aesthetic preferences. Choose wide range of designs available in solid colors, wood grains, patterns & stones. Whether you desire a sleek contemporary look or a classic touch, there is a design that will perfectly complement your vision. These panels are available in the standard size of 8 ft x 4ft & 9 ft x 4 ft, ensuring ease of installation and flexibility in application.

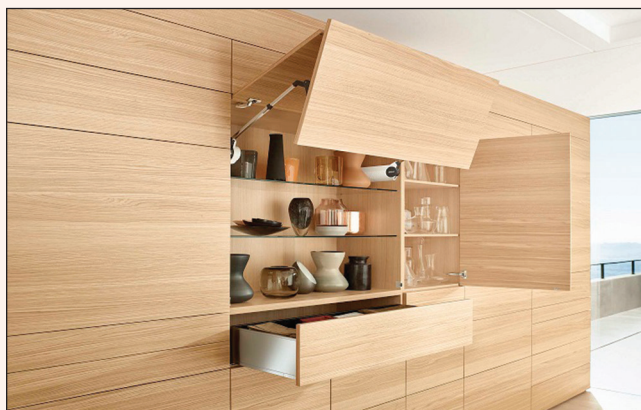
Speaking of application, the possibilities are endless with Gloss Meister Panels. Their versatility makes them suitable for a range of spaces, including modular kitchens, retail showrooms, living spaces, and hospitality environments. Elevate the ambiance of your kitchen, create a captivating display in your showroom, or transform your living area into a luxurious retreat. Wherever you choose to incorporate Gloss Meister Panels, their high gloss finish and exquisite design will make a statement of sophistication.

In a competitive market, Gloss Meister Panels stand out with their exceptional quality and distinct features. The high distinctiveness of image (DOI) ensures sharp images and an immersive visual experience. With low haze and minimal waviness, these panels provide a smooth and flawless surface, further enhancing their aesthetic appeal. The high refractive quotient (RIQ) of Gloss Meister Panels elevates their visual properties, creating an enchanting play of light and reflections.

Merino takes pride in its commitment to delivering top-notch products that exceed customer expectations. Gloss Meister Panels are no exception, boasting exceptional quality and performance. The brand's dedication to excellence is evident in the absence of chipping or breakouts in these panels, ensuring a seamless installation and a lasting impression. Furthermore, Gloss Meister Panels are easy to fabricate, making them a preferred choice for architects, designers, and installers.

As an established brand, Merino not only caters to the domestic market but also exports its exceptional products to various countries. The global presence of Merino ensures that Gloss Meister Panels can be enjoyed by customers across geographies, which further strengthens Merino's positioning as a trendsetter and thought leader in the laminates, paneling and the widespread interior solutions industry overall. □

Blum Introduces Handle-Less Furniture



Blum's innovative furniture fittings enable you to customize lift systems, doors, and pull-outs to meet specific needs, enhancing user convenience in all three applications - in kitchens and throughout the home. Our motion technologies make it simple to develop handle-less applications.

Blum's motion innovations allow you to implement handle-less lift systems, doors, and pull-outs with various motion technologies. The furniture can be combined with Tip-

On mechanical opening support system, Tip-On Blumotion combines the mechanical opening support system with tried and tested soft-close Blumotion, Servo-Drive, the electric motion support system. This opens up an endless array of design possibilities for handle-less furniture in all living spaces - including kitchens!

Ergonomics and convenience are all enhanced by motion technologies (especially enhanced opening ease). Blum's motion technologies support the design of handle-less lift systems, doors and pull-outs. Blum has a solution for any living space, whether it's kitchen, bedroom, living area or bathrooms.

Blum: Julius Blum GmbH is a family-owned company that operates worldwide, specializing in the manufacture and distribution of furniture fittings. Its main product groups are lift, hinge and pull-out systems for furniture, predominantly in kitchens and wardrobes. The company has seven plants in Vorarlberg, Austria, production sites in Poland, Brazil and the USA and 33 subsidiaries and representative offices around the world. The company delivers to furniture manufacturers and authorized dealers in more than 120 countries. Blum products are available at all premium hardware stores across India. □

Birch ply alternative



Garnica is providing alternatives to Russian birch plywood and is also developing its first plant in the Americas.

The shortage of birch plywood in Europe due to the Ukraine conflict has opened the door, says plywood manufacturer Garnica, to an alternative product. Spanish plywood producer Garnica is a leading force in the European plywood industry with an estimated turnover of €350m and seven production plants.

Its 1,200 employees are spread over five mills and two offices (Logrono and Madrid) in Spain, as well as two production sites in France. The mills are situated in the five main poplar farm basins in Europe.

With such a large production base and easy access to poplar wood, it's not surprising Garnica is promoting a solution to the Russian birch plywood shortage affecting Europe.

International sanctions imposed against Russia following the invasion of Ukraine are still in place, with the effect that no Russian or Belarusian wood products can be imported into the EU and other allied countries.

Russia was one of the main suppliers of plywood, mainly birch plywood, exporting more than 1 million m³ of wood to the EU in recent years.

Hundreds of thousands of cubic metres of birch plywood have also been historically exported from Russia to the US, according to the USDA foreign agricultural service.

At the same time, the international timber certification bodies FSC and PEFC have declared wood from Russia, Belarus and the conflict zones of Ukraine to be "conflict timber", causing their certifications to be suspended for the duration of the conflict.

As existing stocks of Russian birch plywood dwindled in Europe, industry suppliers have been looking for alternative plywood specifications for birch ply applications.

Garnica is promoting the fact that the European poplar, eucalyptus and pine tree farms it sources its wood from allows it to offer products made from combination of species that can be used for all applications, including decoration, furniture,

construction, transport, packaging, flooring and other uses.

The birch plywood applications therefore can all be covered by alternative products.

REINFORCED PRODUCT

Garnica's main alternative to Russian birch is Reinforced, a mixed hardwood core plywood, which combines poplar and eucalyptus globulus.

As the name suggests, the Reinforced range is billed as having high strength and resistance properties and typical uses include exposed edges in furniture and decorative applications.

The outer face is available for decorative applications in North American hard maple.

Garnica says maple has a style, in terms of colour and grain, that is very similar to birch and believes "maple is the new birch".

Maple is of unquestionable origin as it is sourced 100% from North America, from both the US and Canada. The wood originating from these areas promises a stable and reliable supply with no volume restriction.

Reinforced is also available with European poplar faces.

Garnica also has alternatives for other applications such as construction, transport and packaging with the Laudio range, which is radiata pine-based plywood from certified farms in northern Spain. The radiata pine core is reinforced with eucalyptus globulus. Within this alternative are the Laudio Form range, a smooth phenolic film designed for formwork and Laudio Wire, with a non-slip surface for industrial and vehicle flooring.

NEW URUGUAY FACTORY

Other news at Garnica includes plans to open a new plant in Uruguay, the company's first factory on the American continent, whose last stage will involve the production of finished plywood panels. The factory will be located in the city of Treinta y Tres, in the north-east of the country.

Garnica plans to create more than 150 jobs, representing a great source of high-quality employment in the region.

Construction was expected to start during the summer and production will begin from 2024 onwards.

"Our new Uruguayan plant will serve us in two ways," Garnica said.

"First, it will provide access to a new type of wood, eucalyptus grandis, cultivated on local FSC-certified tree farms. Secondly, it reinforces our sustainability strategy, which is to promote the use of tree farm wood while encouraging innovation and rural area development."

The land transfer was made on April 18, 2023. The following day, the Uruguayan minister of work and social security, Pablo Mieres, received the Garnica team to highlight the value of the project, as it represents a significant source of quality employment in the area. □

Global Office Furniture Company Haworth Grows India Market Share



Haworth, a 2.5 billion US dollar company, a global leader in premium office furniture and workplace solutions, today announced that it has strengthened its position in the Indian market with 20-25% of the market share in 2022-23. The premium office furniture market in India stood as \$300 Million. India has emerged as a key growth market for Haworth, and the company remains committed to providing quality solutions that meet the evolving workplace requirements like design, well-being, flexibility, technology, and sustainability becomes a focal point for any organization and of its customers.

With presence in India since 1997, Haworth has pioneered the introduction of premium office furniture in the country and continues to educate and offer innovative products to enhance the work environment. The equity infusion in India currently stands at approximately \$8 million, reflecting the company's confidence in the Indian market.

Chennai, in particular, has played a crucial role in Haworth's strategic goals, serving as a focal point for the company's operations in India. The city houses a state-of-the-art manufacturing facility, a global shared service center, and a premium showroom and experience center in the country.

Henning Figge, President of Haworth International, said, "Haworth's expansion in India is a testament to our commitment to the country and its vibrant business landscape. We are thrilled to celebrate the remarkable milestone of 75 years, symbolizing our commitment to global design and innovation."

Reflecting on the growth journey, Praveen Rawal, Vice President, Sales Asia Pacific, Haworth, said, "Haworth is leading the Return To Office (RTO) and hybrid initiatives with development of new products and excitedly looking towards investing further in localisation initiatives at our plant in India. The wide absorption of our product portfolio is vindication that insights of the business are working in the right direction getting us satisfied users at the new refurbished workspaces."

Currently, Haworth employs around 300 people in India, including its Shared Service Center. The company's presence in India extends beyond Chennai, with five showrooms and offices across the country. Looking ahead, Haworth envisions India as a manufacturing hub for exporting products to its subsidiaries worldwide, further emphasizing the country's strategic importance.

Haworth's expansion in India underscores the company's commitment to providing top-notch workplace solutions to its customers and leveraging the immense potential of the Indian market. With the opening of a second state-of-the-art factory for the APAC region, Haworth aims to capitalize on India's promising market prospects. □

New trade haats to be set up at India-Bangladesh Border

India and Bangladesh are planning to establish 16 new border haats to increase trade among the two countries, said Smita Pant, senior diplomat in the Ministry of External Affairs. Currently there are two countries that have eight haats operational, which are located across a number of northeastern states like Tripura and Meghalaya.

Pant was delivering remarks at a conference focused on connectivity between India's Northeast and Bangladesh, organized by Asian Confluence, a think-tank.

The new border haats, whose establishment is currently under discussion, will be located in Mizoram and West Bengal.

New border haats may improve access to markets and economic opportunities for border communities while reducing informal trade across the border.

These initiatives come even as both sides plan a slew of measures to improve the flow of trade.



New Delhi and Dhaka are also negotiating a comprehensive economic agreement. □

India - New Zealand hold Bilateral talks to Enhance Economic Cooperation



Piyush Goyal, Minister of Commerce and Industry and Damien O'Connor, Minister for Trade and Export Growth of New Zealand, had a bilateral meeting on Monday at New Delhi. This meeting is part of a sustained effort by both governments to develop a broad-based relationship. Both the countries are now building on the meeting between the Prime Ministers of both the countries in Port Moresby on 22 May, 2023. People of Indian origin in New Zealand are making a strong contribution to all aspects of society. These linkages provide a strong base for advancing our economic cooperation, as per the official statement.

Ministers acknowledged the strong step-up in engagement between businesses in the two countries, and the desirability of ensuring this provides impetus to the government-to-government

dialogue. The importance of the annual meeting of the Joint Trade Committee (JTC), established under the 1986 India-New Zealand Trade Agreement, and regular engagement at a senior level was also acknowledged. Ministers agreed to meet on regular basis, as convenient, for bilateral discussions on trade and investment issues and co-operative activities.

In committing to strengthening the trade and economic relationship, Ministers acknowledged the intention of both the countries to test new and innovative approaches to economic partnership. They said that new initiatives should focus on encouraging, facilitating and coordinating collaboration of technology and expertise for genuine mutual benefit. Both said the opportunities in each other's markets, which is of interest to businesses of both the countries should be explored. They noted the increase in engagement between both the countries under a collaborative approach that engages officials from across relevant government departments and the private sector, wherever appropriate.

Ministers informed that the joint stakeholder consultations held with the industries of both the sides and a broad agreement reached to constitute working groups on subjects of mutual interest. These would be in addition to and in support of existing initiatives and bilateral consultative forums, designed to strengthen trade and industry cooperation and collaboration activities between both the sides.

Amongst others, it includes possible innovative technical collaboration in the field of agriculture and horticulture including Kiwi fruit; pharmaceuticals; processing, storage & transportation etc. On the trade facilitation side, Ministers acknowledged the joint effort to find a feasible alternative to allow import of wooden logs from New Zealand. □

New Economic Corridor to link India, Middle East and Europe

US President Joe Biden, Indian Prime Minister Narendra Modi and other world leaders have unveiled a project to create a rail and shipping corridor linking India, the Middle East and Europe.

The initiative to build the new economic corridor was announced at a news conference on Saturday on the sidelines of the Group of 20 summit in New Delhi. Saudi Arabian Crown Prince Mohammed bin Salman and European Commission President Ursula von der Leyen also attended.

Biden called the agreement “historic,” saying it would make it easier to trade and export clean energy. He said it will contribute to a more stable and more prosperous Middle East. A senior official at the White House explained that participating countries will work on plans such as establishing financial mechanisms.

The new initiative is seen as an effort to counter China's Belt and Road Initiative. China is building large-scale infrastructure



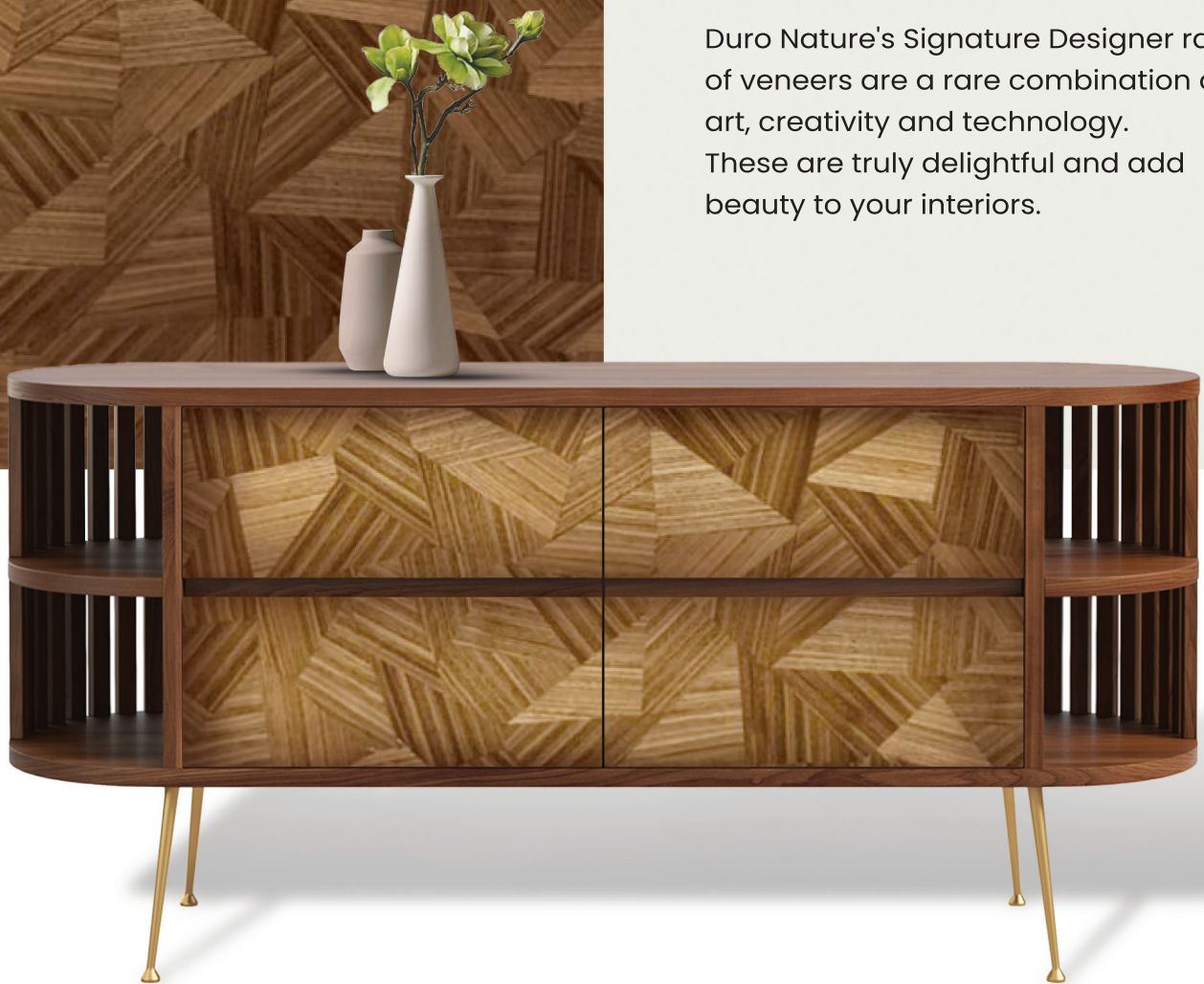
such as railroads and ports in Asia and Europe.

Israel is also on the route of the new project. Attention is focused on whether it would help improve Israel's relations with Saudi Arabia. □

DURO[®]
NATURE'S SIGNATURE[®]
PREMIUM VENEERS & PLYWOODS

CRAFTED TO REFLECT YOUR UNIQUE STYLE

Duro Nature's Signature Designer range of veneers are a rare combination of art, creativity and technology. These are truly delightful and add beauty to your interiors.



Duroply Industries Limited

BLOCK BOARD · PLYWOOD · VENEERS · DOORS

Corporate Office: 113 Park Street, North Block 4th Floor, Kolkata-700016

Mobile: 7290049965 | **E-Mail:** enquiry@duroply.com | **Website:** www.duroply.in

Find us on:     

Disclaimer: The actual product may vary from the product shown as veneers are natural products and designs are unique and naturally evolved. Galaxy

**HAR GHAR KA HERO
GREENPLY KA**

E=O
EMISSION - ZERO



- ✓ NO HARMFUL GASES
- ✓ NO IRRITATING SMELL
- ✓ HEALTHY INTERIORS

Scan this QR to meet
"Har Ghar Ka Hero"

