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Market study on business potential of Indonesia's softwood export industry

The rising demand for timber over the years had posed a challenge for many Indonesian companies as they struggle to keep up with the demand. Seeing that there may be an untapped market opportunity, British Columbia Forestry Innovation Investment (BCFII) Canada appointed Spire Research and Consulting to evaluate the business potential of Indonesia's softwood export industry. The [report](#) was subsequently hosted on BCFII's official website.

Spire's report also shared how most housing developers, contractors and architects generally preferred tropical hardwoods to softwood, as they were unfamiliar with the latter's strengths and capabilities. Such apprehensions had inevitably led to an overshadowing of softwood's benefits.

Luckily, the rising economy and increased disposable income available for expenditures on homes had resulted in a growing demand for timber in Indonesia; presenting a huge marketing opportunity for softwood indirectly.

To break the inherent bias, potential customers needed to be pursued actively through heightened product awareness and spreading of product knowledge. It was exceptionally important for timber companies to provide

workers in the construction industry with adequate trainings on the usage of such materials, and ensure that they were familiar with the workings.

Spire also noted that though wooden structural fixtures were very prone to termite damages, they remained as a commonly used material in constructions. It was recommended that British Columbia (BC) companies introduce softwood that was treated with the appropriate insect and fungus repellents to the market, so as to gain a competitive edge.

Link to market study report on official BCFII website:

http://www.bcfii.ca/summary-uploads/Indonesia_Market%20Potential_Summary.pdf

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About Spire Research and Consulting

Spire Research and Consulting is the leading research consultancy in global emerging markets. Spire's competitive advantage lies in its ability to deliver actionable intelligence on the external business environment in support of its clients' strategic decision-making in marketing and business development. Spire's clients include 50 Global Fortune 1000 companies and government agencies in 15 countries. For more information, please visit www.spireresearch.com.

For media enquiries, please contact:

Alyssa Tan
Assistant Manager, Group Corporate Communications
Spire Research and Consulting
Phone: (65) 6838 5355
E-mail: alyssa.tan@spireresearch.com