

## DEMO INTERNATIONAL® 2012 Returns to Quebec



### FOR IMMEDIATE RELEASE:

January 2010 – The Board of Directors of the Canadian Woodlands Forum (CWF) is proud to officially announce that its flagship event, DEMO International® 2012, will be held in Saint-Raymond, Quebec, on September 20-22, 2012. Gestion Solifor Inc., a forest asset management company under the solidarity fund QFL, has offered to host the event on one of its properties, La Seigneurie de Perthuis, located just 75 km from Quebec City.

This world class event, occurring only every four years, will mark the 12<sup>th</sup> edition of DEMO International®. During the course of its 40 year history, DEMO International® has evolved into one of North America's largest and unique outdoor equipment shows.

The “all live and in action, in-woods” equipment show will attract over 150 exhibitors featuring the latest technologies in equipment, products and services covering all aspects of woodlands operations, from silviculture and harvesting practices, road construction, biomass harvesting, recovery and transportation systems, and private woodland management.

The timing couldn't be better for this event. The conference board of Canada has indicated that there is a turning point in the world economies and wood product industries will return to the black in 2010. This is in part due to the 30 percent increase in housing starts predicted for this fiscal year. This is a boon for soft wood lumber producers in Canada.

Attracting any and all individuals interested in forestry from around the world, past DEMO International® shows have seen anywhere from 5,000 – 16,000 attendees. The 2012 show will be no different with hotels in and around Quebec City booking up with international guests.

Solifor manages nearly 160,000 hectares of woodlands located throughout Quebec to meet multiple timber use objectives and ensure sustainable management of its forest resource land base. Situated in one of Solifor's sustainably managed forested blocks co-owned with Scierie Dion, the 29,000 hectare Perthuis woodlot provides an ideal location and forested venue for an event of the scope of DEMO International® 2012, all within hardly an hour's drive of Quebec City.

In addition, the Canadian Woodlands Forum is pleased to announce that they will work once again with Master Promotions Ltd., Canada's Largest Independent Trade and Consumer Event Management Company, who will provide professional management services on behalf of the CWF.

The CWF is a non-profit organization recognized for its commitment to effective, quality woodlands operations in support of sustainable forest management. The CWF has 500 members across Canada specializing in forestry-related industries.

For more information on DEMO International® 2012, contact:

Peter Robichaud  
Executive Director  
Canadian Woodlands Forum  
Phone (902) 897-6961  
Cell (902) 899-6420  
Email [probichaud@cwfcf.org](mailto:probichaud@cwfcf.org)

Mark Cusack  
Executive Show Manager  
Master Promotions Ltd.  
Phone (506) 649-0023  
Cell (506) 333-1064  
Email [mcusack@masterpromotions.ca](mailto:mcusack@masterpromotions.ca)

Marc Bergeron  
Directeur des opérations forestières  
Gestion Solifor Inc.  
Phone (418) 837-0100 ext.202  
Cell (418) 563-6616  
Email [bergeron.marc@hotmail.com](mailto:bergeron.marc@hotmail.com)

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