

REPORT

Carrefour International du Bois 2026

Nantes, June 2–4, 202



International Tropical Timber Technical Association

June 2026

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Acknowledgments

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ATIBT also thanks the **Congo Basin PAFC** for its financial support in organizing the event celebrating the **10th anniversary of the Fair&Precious initiative**, a highlight of this edition of the trade show dedicated to promoting sustainably managed and certified tropical timber.

Through their support, these partners have enabled ATIBT to raise the profile of responsible forestry sectors, foster exchanges between producers and international buyers, and contribute to strategic discussions on legality, certification, sustainable forest management, and the future of the tropical timber trade.

1. Introduction

1.1 ATIBT at the CIB 2026: Context and Objectives

The Carrefour International du Bois (CIB) was held in Nantes from June 2 to 4, 2026. A must-attend biennial event for the forestry and timber sector, it brings together professionals, buyers, specifiers, and institutional representatives from the sector on an international scale. A key moment for ATIBT's communications, participation in this edition builds on the association's consistent and influential presence at the event.

The 2026 edition was made possible thanks to financial support from the ConForMa project, supplemented by contributions from the EU-Ghana Tropical Timber Trade Promotion Program, the Tropical Timber Trade (TTT) project, the Timber Development UK (TDUK) program, and the Congo Basin PAFC, which helped organize the celebration of the 10th anniversary of the Fair&Precious initiative.

This edition presented a strategic opportunity to:

- Promote the sustainable management of tropical forests and certified timber;
- Highlight the progress made by the EU-Ghana Tropical Timber Trade Promotion Program, against the backdrop of Ghana's acquisition of the FLEGT license (April 10, 2025);
- Establish the ConForMa/Selva Maya initiative among European operators;
- Celebrate the 10th anniversary of the Fair&Precious initiative;
- Contribute to discussions on legality, lesser-known tree species (LKTS), and the EU Timber Regulation (RDUE).

The booth design and program reflected this multi-project focus. Compared to the previous edition, the booth area was reduced (36 m² versus 54 m²), which led to the decision to hold events in the conference rooms provided by the CIB, thereby allowing for larger audiences.

1.2 Key Figures

Dates	June 2–4, 2026
Location	La Beaujoire Exhibition Center, Nantes
Number of visitors (CIB 2026)	13,390
Number of exhibitors	650
Countries represented	100
Events organized by ATIBT	6
Participants per event (estimate)	50 to 80
Speakers involved	40
ATIBT Newsletter Article	15

2. ATIBT's Presence at the Trade Show

2.1 The ATIBT Booth: Layout and Attendance

ATIBT had a 36 m² booth (XXL Hall, Aisle 1, Booth 127), designed to showcase several partner projects under a common visual identity. Although smaller than at the previous edition (54 m²), the booth served as a space for exhibitions, meetings, and demonstrations, and was constantly staffed by members of the ATIBT team and representatives from the participating projects.

Over the three days of the trade show, the booth welcomed more than 100 visitors and facilitated numerous qualified professional contacts.



2.2 The Ghana Corner: Six Ghanaian Companies in the Spotlight

As part of the EU-Ghana Program for the Promotion of Tropical Timber Trade, six Ghanaian companies were hosted in a dedicated area within the ATIBT booth: Logs & Lumber Limited, FurnArt, Tekura, STP, Logs Court Limited, and John Bitar & Co.

Representatives from the Ghana Forestry Commission accompanied the private-sector representatives. Their presence served as a concrete illustration of the commercial momentum between Ghana and European markets, against a backdrop marked by the granting of the FLEGT license in late 2025 and the gradual implementation of the European Union Deforestation Regulation (EUDR).

The Ghana Corner provided an opportunity to organize numerous B2B meetings and showcase what Ghanaian companies have to offer to European buyers and decision-makers.



2.3 ConForMa Visibility: Signage and Displays

The ConForMa project received special visibility at the region. Wood samples from Guatemala were also displayed in the Xylothèque, helping visitors discover the diversity of available species. The booth highlighted community forest concessions in the Selva Maya.



2.4 Video Projection at the Booth

A projection screen was integrated into the booth and continuously played several videos: the Fair&Precious corporate film, videos presenting community forest management in Guatemala, and a video presenting Ghana's forestry sector. This setup helped bring the space to life and capture the attention of passing visitors, while delivering key messages about the projects led by ATIBT.

- [Fair&Precious corporate video](#)
- [Presentation on community-based forest management in Guatemala](#)
- [Presentation on Ghana's forestry sector](#)

2.5 My Tropical Timber Demonstration

[My Tropical Timber](#) is a leading platform that enables professionals to:

- identify tropical timber suppliers;
- search for companies by location or certifications;
- compare the technical characteristics of different tree species;
- discover lesser-known wood species and alternatives suited to their needs;
- access reliable technical data based, in particular, on CIRAD/Tropix references;
- find FSC- and/or PEFC-PAFC-certified wood sourced from sustainably managed forests.

The platform is available in several languages and is aimed at an international audience.

Its goal is to build professionals' confidence in legal and sustainable tropical woods, promote the principle of **“the right wood for the right use,”** and contribute to better utilization of tropical wood species, including lesser-known ones. The platform was presented at the ATIBT booth. These presentations provided an opportunity to introduce the platform to industry professionals and to engage with numerous stakeholders in the sector. The feedback gathered during this event confirmed the relevance of My Tropical Timber and its potential to support professionals in their technical and commercial decisions.

2.6 Presentation by Benoît Jobbe Duval at the FSC Booth (June 4)

On June 4, Benoît Jobbe Duval, Executive Director of ATIBT, spoke at the FSC France booth during a session on the topic of responsible tropical timber procurement.



2.7 International Delegations

CIB 2026 provided an opportunity to welcome several international delegations to the booth and at events organized by ATIBT.

Delegation from Guatemala (ConForMa project)

The Guatemalan delegation consisted of:

- Carlos Estrada, Jorge Cruz, José Roman Carrera, Rainforest Alliance
- Bastien Suteau, CIRAD / ConForMa Project
- Mario Rivas, Glyde Henrique Marquez, ACOFOP / FORESCOM
- María Laura Montero, Technical Advisor, GIZ
- Javier Fernández, COPADE (Spain)
- Nery Trujillo, Commercial Manager, GIZTRIP AN

- Jesús Reyes, General Manager, Carmelita Forest Concession
- Rony Alexander Albanes Barahona, Head of Forest Trade, National Forestry Institute (INAB)
- Juan Carlos García Orantes, Forestry Industry Delegate, Region VIII, Petén, INAB



Ghana Delegation (EU-Ghana FLEGT Program)

Six Ghanaian companies were present at the Ghana Corner, along with representatives from the Ghana Forestry Commission (see section 2.2)



Central African Delegation (ITC Mission)

As part of a mission funded by the International Trade Center (ITC, a joint UN/WTO agency), several officials from forestry administrations and trade unions in Central Africa were present in Nantes.

Germain Yéné and Alain Tsitsop (ATIBT) were also able to join this mission, which was funded by the ITC. The mission aimed to familiarize industry representatives with the expectations of European markets and to facilitate initial exchanges with European stakeholders

. ATIBT provided technical coordination for the mission and supported the delegation during the trade show. A specific report will be produced by the participants. This mission is intended to be part of an ongoing partnership between the ITC and ATIBT.



2.8 Highlights and Bilateral Meetings

In addition to the organized events, the booth served as a venue for numerous informal discussions and bilateral meetings with partners, funders, and industry professionals. ATIBT also carried out targeted B2B outreach efforts leading up to the trade show, sending mailings to 200 European importers: two mailings for Ghana and two for Guatemala, to invite relevant buyers to dedicated events.

Also noteworthy was the distribution and book-signing event for Volume 1 of Professor Jean-Louis Doucet's book, the ["Guide to the Trees of Central Africa."](#) This book was particularly well-received by visitors.



3. Events Organized by ATIBT

ATIBT organized six events over the three days of the trade show, covering all of the association's priority themes and aligning with the donors' objectives. Each event featured high-level speakers and helped fuel professional discussion, drawing between 50 and 80 participants each.

3.1 ConForMa / Selva Maya Roundtable (June 2, 9:30–11:00 a.m.)

Summary and Key Issues

Held on June 2 from 9:30 a.m. to 11:00 a.m. and moderated by José Roman Carrera (Rainforest Alliance), this roundtable highlighted the challenges related to the sustainable management of community forests in the Selva Maya region (Belize, Guatemala, Mexico—Maya Biosphere Reserve). The ConForMa project aims to strengthen the capacities of community forest concessions and facilitate their access to European markets.

The conference's roundtable focused on **the sustainable management and international marketing** of timber from the **Selva Maya** region, which spans Guatemala, Mexico, and Belize. Experts presented a successful **community governance model** that combines forest conservation with social development and **FSC certification**. One of the central themes was the challenge of introducing **lesser-known wood species**, such as black chechen, to the **European market** while maintaining competitive prices. Speakers emphasized that purchasing these products funds **biodiversity conservation** and supports the livelihoods of indigenous communities. The discussion highlights the need for **long-term strategic partnerships** between local producers and international retailers to ensure ethical supply chains. Ultimately, the speakers presented a vision of "**conservation timber**" as a tool for preserving one of the world's most vital ecological corridors.

The three main questions addressed during the Q&A session:

1. What makes forest products from the Maya Forest unique and distinctive?

These products are considered unique due to a combination of environmental, cultural, and social factors:

2. What are the main barriers to accessing the European market?

- **Biodiversity and carbon:** The Maya Forest is a global **biodiversity hotspot** and a vast reservoir of **sequestered carbon**.
- **Cultural richness:** The region is home to more than **25 different ethnic groups**, which lends great cultural value to the wood produced there.
- **Governance model:** The way communities collaborate to manage the forest is recognized as a **global example of sustainable forest management**.
- **"Conservation timber":** The products are marketed as "conservation timber" because the revenue generated **directly funds** the communities' **tireless efforts to protect the forest**.

The speakers identified several significant challenges to establishing and maintaining a presence in Europe:

3. How is forest management planned and coordinated among communities?

- **High production costs:** Costs are high because a portion of the price (about 30%) is **reinvested in the forest** for conservation activities, such as fire prevention, monitoring, and social projects.
- **Consistency of supply:** Maintaining a **steady, long-term supply** is described as the “crux of the problem”; markets are difficult to sustain if supply is not continuous.
- **Industrial capacity:** It is necessary to improve **technology and industrial systems** to ensure consistent quality and compete effectively with producers in Asia and Africa.
- **Price sensitivity:** While customers are willing to pay a small premium for fair-trade wood, they will not purchase it if the price is significantly higher (for example, 30% more) than market standards.

The management of these resources follows a strict hierarchy and a collaborative structure:

- **Three levels of planning:**
 1. A **comprehensive plan/master plan** managed by the National Council for Protected Areas (CONAP).
 2. A **five-year plan** specific to each community.
 3. An **annual operational plan** to guide annual activities.
- **Internal coordination:** Coordination among the various communities is facilitated by “**second-level associations.**” These organizations serve as discussion forums where communities can meet and sign formal agreements.
- **History of the land tenure system:** This management approach is possible because the government began granting land to the people who were farming it between 1920 and 1930; today, **70% of the land in the Maya Forest belongs to the communities**, a system that has proven essential for the forest’s preservation.

On the sidelines of the roundtable, a call for expressions of interest was issued to European importers interested in a field visit to the Selva Maya region scheduled for November 2026 (contact: nathalie.bouville@atibt.org).



[Link to the roundtable presentation PowerPoint](#)

Speakers

Speaker	Role / Topic	Organization
José Roman Carrera (moderator)	Facilitation and summary	Rainforest Alliance
Carlos Estrada	The Rainforest Alliance’s Impact in the Selva Maya: Lessons Learned The Community Forest Concession Model: Three Decades of Sustainable Management	Rainforest Alliance
Mario Rivas / Glyde Marquez	Supply, Volumes, Species, Traceability	FORESCOM
Javier Fernandez	Less-known species: buyer perceptions, expansion strategies	COPADE
Bastien Suteau	Key messages and closing remarks	CIRAD / ConForMa Project

Participation

The roundtable brought together approximately 50 participants.

3.2 Roundtable on Legality / TDUK (June 2, 11:00 a.m.–12:30 p.m.)

Summary and Key Issues

Organized on June 2 from 11:00 a.m. to 12:30 p.m. by TDUK and ATIBT, with support from the UK government’s FGMC2 program, this session brought together stakeholders from the sector to address a central question: How can national legality and traceability systems be recognized by markets and effectively integrated into international due diligence frameworks?

These stakeholders represented the Ghana Forestry Commission, the Broader Market Recognition Coalition, Interholco, and Tradelink, offering complementary perspectives across the value chain.

It was first noted that legality—even though it is viewed as a minimum requirement for market access and substantial efforts have been made by stakeholders in this regard—remains a complex issue that is difficult for producing countries to implement.

It is therefore important to recognize and value the efforts already made by producing countries to improve transparency, sustainability, and governance. For example, using Ghana as a case study, it was highlighted that legal timber goes beyond a simple question of legality: in Ghana, legal timber means that it has complied with 7 principles and met 23 criteria covering issues such as environmental , community engagement, social responsibility, and worker protection.

Since October 2025, when Ghana issued its first FLEGT license, the country has issued more than 650 licenses, covering 28,000 m³ of timber products worth 80 million euros.

The discussion then turned to the international context, particularly the requirements set forth by the EU Timber Regulation (EUTR). Speakers emphasized that the efforts already undertaken by producing countries must be recognized within this framework. Despite anticipated challenges in its implementation, the EUTR can nevertheless strengthen the position of tropical timber in international markets in the medium term by providing recognition for these products.

Tools for independent monitoring and traceability, along with certification systems, play a crucial role in ensuring the credibility of data, enabling independent verification, and enhancing transparency.

To foster greater market recognition, collaboration between governments and trade associations must continue. Examples of such collaboration are already in place, such as the work carried out by ATIBT on the code of conduct with trade associations or the support provided by BMRC on national sustainability frameworks.

[Link to the PowerPoint presentation from the roundtable discussion](#)



Speakers

Speaker	Role / Topic	Organization
David Hopkins (moderator)	Moderation	TDUK
Robbie Weich	An Importer’s Perspective: Due Diligence and Sourcing Decisions	Tradelink

Tom van Loon	A Producer’s Perspective: Traceability and Market Expectations	Interholco
Richard Gyimah	From Policy to Practice: Ghana’s FLEGT Verification and Licensing System	Ghana Forestry Commission
Emily Fripp	Market Recognition: Building Trust in National Systems	Coalition / Efeca/BRMC
Françoise Van de Ven	The Role of Associations: Aligning Production Systems with Market Expectations	ATIBT

Participation

The roundtable brought together approximately 50 participants and was followed by a networking lunch (12:30 p.m.–1:30 p.m.).

3.3 EU–Ghana Trade and Investment Forum (June 2, 2:00 PM–6:30 PM)

Summary and Key Issues

The EU–Ghana Trade and Investment Forum was held on June 2 from 2:00 PM to 6:30 PM (Canopée 1), organized by the Ghana Forestry Commission, ATIBT, and Probos. It was part of the EU–Ghana Tropical Timber Trade Promotion Program, funded by the European Union through Global Gateway.

On April 10, 2025, Ghana became the second country in the world and the first in Africa to implement the FLEGT licensing system, with licenses having been issued since October 8, 2025. The forum provided an opportunity to highlight this strategic milestone and explore opportunities for collaboration between the forestry industries of Ghana and the EU, particularly regarding plantations, smart forestry technologies, and export markets. A session of facilitated business meetings (4:00–6:30 p.m.) concluded the day.



[Link to the roundtable presentation PowerPoint](#)

Speakers

Speaker	Role / Topic	Organization
Mark van Benthem, Director of Stichting Probos	Introduction and Moderator	PROBOS
Tilia Guerin-Calmettes, Director-General of INTPA, European Commission	European Market for Tropical Timber and the EU Timber Regulation	DG INTPA, European Commission
Dr. Richard Gyimah, Executive Director, TIDD of the Ghana Forestry Commission	Ghana’s Forestry Industry and FLEGT Licenses	Wood Industry Development Division / Ghana Forestry Commission
Gao Ya, Forestry Officer	Roundtable Moderator	FAO
Sergio Perez, Senior Loan Officer	Green Finance and Plantations	European Investment Bank (EIB)
Agyei Kwame, Head of Plantation Investments and Extension, Forestry Services Division, Ghana Forestry Commission	Ghana’s Plantation Strategy	Ghana Forestry Commission
Dr. Jussi Rasinmäki, Head of AFRY Smart Forestry	Smart Forestry — Forestry Technologies	AFRY Management Consulting

Eli Prins, Senior Forestry Advisor, Stichting Probos	Moderator for the Ghanaian Suppliers Session: Ghana Sawmills Association • Samartex Timber and Plywood Company • Sunstex Timber Company • Logs and Lumber Limited • SUHUMA-JCM • Logs Court • Furnart Ghana • Tekura Enterprise Ltd.	Probos
Jan Patrick Merten, CEO of Merten and Chairman of the Overseas Timber Committee at GD Holz	A European buyer's perspective	Merten Woodproducts GmbH

Participation

40 participants.

3.4 Conference: Less-Known (LKTS) or Less-Used (LUTS) Tree Species: From Untapped Potential to the Supply Chains of Tomorrow (June 3, 11:00 a.m.– 12:30 p.m.)

Summary and Key Issues

The **LKTS-LUTS (Lesser Known and Lesser Used Timber Species)** conference, held on **June 3 from 11:00 a.m. to 12:30 p.m.**, was dedicated to supporting and promoting lesser-known tropical timber species (**LKTS, Lesser Known Timber Species**) and lesser-used (**LUTS, Lesser Used Timber Species**), with a view to diversifying and enhancing the value of the tropical timber supply. Discussions focused on strategies to increase the visibility of these species and facilitate their gradual integration into the markets.

Speakers emphasized that the transition of a species from LKTS status to LUTS status, and subsequently to wider use, is often a lengthy process involving numerous stakeholders in the sector. Market recognition of a species requires acquiring knowledge about its properties, developing technical and commercial standards, and conducting significant promotional efforts targeting processors, specifiers, and end users. This approach aims to reduce uncertainties, demonstrate the species' suitability for specific uses, and create the conditions for its economic development.

Several resources were presented for this purpose, notably **the FSC database**, the **Guide to Gluing Solid Wood**, and the book ****Trees of Central Africa, Volume 1 – Families s from A to F****. These tools help document the characteristics of wood species, facilitate their specification, and support their dissemination among market stakeholders.

Two case studies illustrated these complementary approaches. The first, focusing on **Manilkara** in the Republic of the Congo, highlighted the promotion efforts led by Rougier Mokabi to increase

recognition of this species in the market. The second, focusing on **Eveuss** in Cameroon, presented the work conducted by Pallisco, based on processing trials, real-world testing, and the incorporation of customer feedback to gradually improve product quality and identify its most relevant uses.

These two examples thus illustrated complementary approaches to supporting the emergence of new wood species on the market: on the one hand, the development of applied knowledge and continuous product improvement to meet user expectations, and on the other hand, the gradual building of commercial recognition for a wood species;

Finally, the discussions highlighted the central role of cooperation among researchers, forest concessionaires, processors, importers, and specifiers. Knowledge sharing, the production of reference materials, and collective promotional efforts appear to be essential conditions for expanding the use of these species and better leveraging the diversity of tropical forest resources.

[Link to the roundtable presentation PowerPoint](#)

& [Link to the brochure](#)



Speakers

Speaker	Role / Topic	Organization
Benoît Jobbe-Duval	LKTS-LUTS: Challenges and Benefits for Forest Diversification	ATIBT
Tijmen Hennekes	Promoting LKTS: Launch of a Dedicated Website	FSC NL
Luana Ilenich	Promotion of Two Tree Species: Challenges and Processes (TTT Project)	ATIBT

Jean-Louis Doucet	Presentation: In the Heart of Central African Forests: Exploring the Book <i>*The Trees of Central Africa*</i> , Volume 1, Families A through F.	University of Liège (Gembloux Agro Bio-Tech Faculty)
Luana Ilenich with Stéphane Glannaz	Manilkara: The African Massaranduba. Presentation and Feedback	Rougier MOKABI
Luana Ilenich with Laurent Monnier and Michel Rougeron	Eveuss: Untapped Potential of African Hardwood. Presentation and feedback	Pallisco
Jean Gérard	Presentation: Guide to Gluing Solid Wood.	CIRAD
Élise Cambier (Q&A moderator)	Q&A	ATIBT

Attendance

80 participants, followed by a cocktail reception.

3.5 Fair&Precious Roundtable — 10 Years of Commitments (June 3, 3:00–4:30 p.m.)

Summary and Key Issues

Held on June 3 from 3:00 p.m. to 4:30 p.m. and moderated by Benoît Jobbe-Duval (ATIBT), this roundtable marked the 10th anniversary of the Fair&Precious initiative and focused on “separating fact from fiction” regarding tropical timber by addressing the main misconceptions about the industry. The speakers highlighted the program’s success, which has shifted from a defensive stance in the face of environmental criticism to a proactive strategy promoting **best practices** in the **Congo Basin**. The panelists addressed several “misconceptions” by explaining how certified logging **actually protects biodiversity**, supports local communities through healthcare and education, and ensures **legal traceability** through certifications such as **FSC** and **PEFC**. Despite these social and environmental advances, the panel acknowledged the existence of significant challenges, including the high cost of maintaining certification and the difficulty of securing a **market premium** from consumers. The panel concluded that purchasing certified tropical timber is a **proactive conservation measure** that offers a viable economic alternative to deforestation and illegal land conversion.



[Link to the roundtable presentation PowerPoint](#)

Speakers

Speaker	Role / Topic	Organization
Benoît Jobbe-Duval (moderator)	Background and Facilitation	ATIBT
Bertrand Faucon	History and Origins of Fair&Precious	Stratemark
Aurélien Sautière	The Legality and Benefits of Certifications	FSC France
Lucas Millet	Biodiversity Conservation	PAFC Congo Basin
Stéphane Glannaz	Regulatory Issues	Forest Pact
Tullia Baldassari	Operator & Markets	Interholco
Edwige Eyang Effa	Social Impacts — Field Testimony	Fair&Precious Ambassador, Gabon

Participation

60 participants.

3.6 RDUE Roundtable (June 4, 9:30 a.m.–11:00 a.m.)

Summary and Key Issues

The roundtable on the EU Deforestation Regulation (EUDR), held on June 4 from 9:30 a.m. to 11:00 a.m. with a welcome coffee reception, brought together 80 participants. Following a year marked by intense political debates and regulatory uncertainties, companies are entering the final phase of preparation ahead of the EU Deforestation Regulation’s entry into force on December 30, 2026 (EU Regulation 2025/2650). The session provided practical insights into the expectations of the competent authorities, due diligence systems, and supply chain preparedness. Industry experts—including timber importers and producers—examined the transition from theoretical rules to **practical compliance**, emphasizing the rigorous requirements for **traceability**, legality, and geolocation data. Representatives from **the French and Dutch competent authorities** outlined their strategies for conducting inspections, assessing risks, and determining the potential role of **third-party certification** in streamlining due diligence. Key stakeholders on the producer side, including the Saint-Gobain Group and Olam Agri du Nord Congo, highlighted the technical challenges related to **the interoperability of IT systems** and reiterated the need for clear communication throughout the supply chain. The discussions highlighted that while the regulation presents significant **logistical obstacles**, it also offers an opportunity to validate sustainable forest management and improve the **market value** of legally sourced tropical timber.

On this occasion, ATIBT presented two new publications: a brochure on the EU Timber Regulation and a brochure on sustainable forest management. ([Brochure link](#))



[Link to the roundtable presentation PowerPoint](#)

Speakers

Speaker	Role / Topic	Organization
Caroline Duhesme (moderator)	Facilitation and moderated discussion	ATIBT
Alessandra Negri	Opening Remarks: Regulatory Developments and the New ATIBT Brochure on the RDUE	ATIBT
Dominik Mohr	An Importer's Perspective: Due Diligence and Geolocation	CIB
Jean-Max Peronne	Importer's Perspective: Contractual Implications of Risk Classifications	Saint-Gobain
Vincent Istace	Producer's Perspective: Traceability, Documentation Requirements, Financial Impacts	Olam Agri
Tieme Wanders	Competent Authorities: Practical Application (Netherlands)	Dutch Ministry
Arthur Quinquenet	Competent Authorities: Practical Application (France)	French Ministry

Participation

80 participants.

4. Communication and Visibility

4.1 LinkedIn Posts and Digital Coverage

ATIBT provided active coverage of CIB 2026 on social media, primarily via LinkedIn. Several posts were published in French and English starting in April and during the weeks leading up to the event, announcing the scheduled events, the presence of delegations from Ghana, Guatemala, and Central Africa, and the highlights of the trade show.

Notable posts included a Woodsurfer TV interview featuring the Ghanaian delegation and Ingrid Hontis (Fedustria), as well as posts dedicated to the ConForMa/Selva Maya roundtable and the Fair&Precious anniversary.

Overall Analysis of LinkedIn Performance

- Performance Analysis

L'essentiel

Données du 14/04/2026 au 08/06/2026

32 087

Impressions

▲39,9%

763

Réactions

▲53,5%

30

Commentaires

▼16,7%

20

Republications

▲150%

The LinkedIn campaign centered on the 2026 Carrefour International du Bois ensured sustained visibility for ATIBT's activities throughout the period leading up to, during, and following the event. The posts generated a significant volume of impressions and reach, demonstrating the association's ability to maintain a consistent presence within its community and to reach a broader audience comprising professionals in the forestry and timber sector, institutional partners, and stakeholders in the international timber trade.

Performance analysis highlights an increase in engagement as the event approached and then during the event itself. Posts directly related to the trade show, roundtables, program highlights, and feedback recorded the best results in terms of reactions, shares, and clicks. The highest-performing content was primarily that which included eye-catching visuals, on-site photographs, testimonials, or concrete information related to the presentations and professional meetings organized as part of the CIB.

The statistics also show that posts with high informational value generated a significant volume of clicks, reflecting the audience's genuine interest in in-depth content, event-specific pages, and the supplementary resources made available. This trend confirms LinkedIn's role as a key tool for directing professionals toward the association's activities and enhancing the visibility of its initiatives.

Beyond promoting the event, the campaign helped highlight ATIBT's technical and institutional expertise on issues facing the forestry and wood sector. Content focused on roundtables, certifications, sustainable forest management, and international exchanges helped reinforce the association's position as a leading player in the industry. The interactions observed demonstrate effective engagement among stakeholders and a strong interest in the topics covered.

The campaign effectively promoted ATIBT's participation in the trade show, increased its visibility among its target audiences, highlighted the association's initiatives, and generated a satisfactory level of engagement among industry professionals.

- **Recommendations**



For future editions of the Carrefour International du Bois, it is recommended to increase the proportion of human-centered content highlighting the association’s speakers, partners, and members in order to further foster engagement. Developing short-form videos, on-the-ground testimonials, and interactive content (polls, Q&As, expert quotes) would help increase the organic reach of posts.

It would also be beneficial to strengthen real-time communication efforts during events, particularly through photo reports, short interviews, and daily recap posts. Finally, the systematic inclusion of clear calls to action and links to ATIBT resources would help improve traffic and further transform the visibility gained into opportunities for sustained engagement with the various stakeholders in the forestry and wood industry.

To complement this analysis, a summary table of LinkedIn posts published as part of the 2026 Carrefour International du Bois is included in the appendix. This document details, for each post, the main characteristics of the content (date, topic, format, objective) as well as the associated performance metrics (impressions, reach, reactions, comments, shares, clicks, and engagement rate). This appendix provides a more detailed breakdown of the results presented in the overall analysis and helps identify the highest-performing content.

Dedicated Web Page

Launch of a special “Carrefour du bois” presentation page on the ATIBT website.

The page includes links to practical information about the CIB, details on the ATIBT roundtables (including the program and registration form), and links to contact the ATIBT team directly.

- CIB 2026 page: <https://www.atibt.org/fr/p/272/cib-2026>
- Registration form: https://docs.google.com/forms/d/e/1FAIpQLSe4Qg3PFRyEMTCFdeQICCGFqqu_1AdPDAUp_Hi7CpZeWsSqDQ/viewform
- Roundtable program: <https://www.atibt.org/files/upload/CIB-2026/Table-ronde-ATIBT-CIB-2026-Fair-and-Precious.pdf>
- ATIBT Events: <https://www.atibt.org/fr/p/274/evenements-atibt>

4.2 ATIBT Newsletters

CIB 2026 was covered in the ATIBT newsletters. Fifteen articles in the weekly newsletter were dedicated to CIB between April and June 2026.

Announcement of our participation (April 10): <https://www.atibt.org/fr/news/13840/fidele-au-carrefour-international-du-bois-le-salon-incontournable-de-la-filiere-l-atibt-sera-a-nantes-en-juin-2026>

LKTS Roundtable Announcement (April 24): <https://www.atibt.org/fr/news/13850/Mark-your-calendars-tropical-timber-from-legality-to-commercial-recognition-a-strategic-roundtable-at-the-International-Timber-Crossroads-2026-Nantes-France-June-2-2026>

Ghana's Participation in the CIB (May 7): <https://www.atibt.org/fr/news/13861/le-ghana-fait-son-entree-au-cib-2026-une-filiere-sous-autorisations-flegt-a-la-conquete-du-marche-europeen>

ConFoRMa Roundtable Announcement (May 13): <https://www.atibt.org/fr/news/13867/au-cib-2026-une-table-ronde-dediee-aux-filiere-forestieres-communautaires-certifiees-fsc-de-la-reserve-de-biosphere-maya-guatemala>

Announcement: LKTS Roundtable (May 22): https://www.atibt.org/fr/news/13872/Join_the_Roundtable_in_Nantes_on_LKTS_and_LUTs:_Unlocking_Untapped_Potential_to_Build_Tomorrow's_Tropical_Timber_Supply_Chains_on_June_3_at_the_2026_International_Timber_Forum

RDUE Roundtable Announcement (May 29): <https://www.atibt.org/fr/news/13874/rdue-2026-comment-les-entreprises-doivent-elles-se-preparer-apres-les-turbulences-de-2025-question>

Fair&Precious 10th Anniversary Celebration and Roundtable Announcement (May 29): <https://www.atibt.org/fr/news/13875/fairandprecious-fete-ses-10-ans-bois-tropicaux-demelons-le-vrai-du-faux>

Completion of the RESSAC program and its participation in the CIB (May 29): <https://www.atibt.org/fr/news/13876/ressac-au-cib-quatre-ans-de-recherche-forestiere-en-afrique-centrale>

LKTS: What You Need to Know (May 29): <https://www.atibt.org/fr/news/13877/des-essences-forestieres-encore-peu-connues-et-peu-utilisees-mais-porteuses-d-avenir-comment-passer-du-potentiel-a-la-filiere-question>

Ghana at the CIB 2026: A Historic First for the FLEGT Era (May 29): <https://www.atibt.org/fr/news/13878/le-ghana-au-cib-2026-une-premiere-historique-pour-ler-flegt>

TDUK Roundtable Discussion (May 29): <https://www.atibt.org/fr/news/13879/de-la-legalite-a-la-reconnaissance-des-marches-tduk-et-latibt-sattaquent-a-un-ecart-persistant>

What You Need to Know About the Selva Maya Roundtable (May 29): <https://www.atibt.org/fr/news/13884/selva-maya-quand-les-forets-communautaires-s-ouvrent-sur-le-marche-europeen>

Presentation of the ATIBT event program at the CIB (May 29): <https://www.atibt.org/fr/news/13883/trois-jours-sept-evenements-latibt-au-cib-2026>

Presentation of the My Tropical Timber platform at the CIB (May 29): <https://www.atibt.org/fr/news/13888/my-tropical-timber-une-dynamique-deja-bien-engagee>

A Look Back at CIB 2026 (June 12): <https://www.atibt.org/fr/news/13889/rdue-importateurs-producteurs-et-autorites-competentes-face-a-lecheance-de-2026>

4.3 Press and Media Coverage

- Compilation of a press database (over 150 media outlets) National, local, and Ghanaian press
- Distribution of two press releases on May 5 and 19, 2026, with a follow-up on June 1.
- Follow-ups with journalists (the contacts listed below have confirmed their interest in ATIBT's presence at the trade show and should be contacted again)

National Media

- Architecture Bois / Maxime Kouyoumdjian
- Bati Actu / Céline Galoffre
- Bati Journal & Wood Surfer / Anna Ader
- Batirama / Pascal Poggi
- Bois Magazine / Adèle Cazier
- BTMI & Timber Trades Journal / Mike Jeffree
- Filiere Bois / Frédéric Lhomme
- L'Atelier Bois / Bernard Lechevalier
- Le Monde Afrique / Laurence Caramel
- Le Moniteur / Fabien Renou
- La Lettre B / Maxime Chaumet

- [RFI / Marie-Pierre Olphand](#)
- [Sequence Bois / Anne-Sophie Gouyen](#)
- [Timber Media / Gary Ramsay](#)
- [Zepros Bâti / Grégoire Noble](#)

Local Media

AFP Nantes Bureau / Laetitia Drevet

- France 3.
- Ouest France, Nantes edition
- Télénantes

Press coverage:

<https://ghanamedia.net/ghana-carrefour-international-du-bois-2026-france/amp/>

Instagram post by Ghana Media

https://www.instagram.com/p/DYhg8e3gfCS/?utm_source=ig_web_copy_link&igsh=NTc4MTIwNjQ2YQ==

Woodsurfer article

<https://www.woodsufur.com/latibt-au-carrefour-du-bois-2026/4467274>

YouTube video link: <https://youtu.be/Rpq0TDkx-ug>

Wood Surfer article link: <https://www.woodsufur.com/le-ghana-ambassadeur-des-bois-tropicaux-resilients-et-durables-flegt/4467367>

Link to download in .mp4 format: <https://www.swisstransfer.com/d/6bd98024-d616-4c4d-a573-e2015831c900>



5. Documentation Produced

As part of its participation in CIB 2026, ATIBT produced and distributed several communication materials and reference documents:

ATIBT Materials

- 180 Event Programs (FR)
- 150 MTT flyers (FR)
- 100 [LKTS brochures](#)
- 80 [Sustainable Management Brochure](#)
- 80 [RDUE Brochure \(new edition\)](#)
- 150 copies of the [Fair&Precious Brochure](#)
- 50 copies [of the Performance Guide](#)
- 50 copies [of the Collage Guide](#)

Guatemala Documentation

- 100 copies of a Woodlife brochure featuring 3 species from the Selva Maya (FR)

Ghana Documentation

- 100 FLEGT brochures (EN)
- 100 LKTS brochures (EN)
- 100 summary postcards (EN)



Sustainable Management Brochure



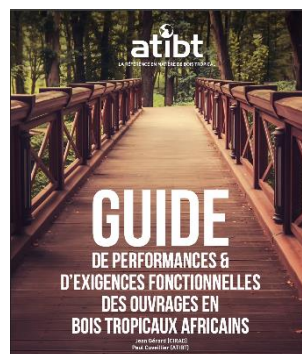
LKTS Brochure



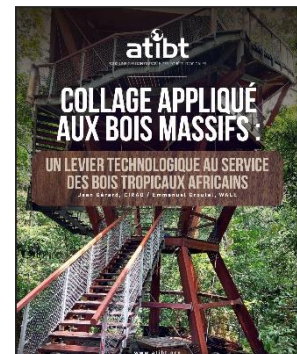
RDUE Brochure



Fair&Precious Brochure



Performance Guide



Collage Guide

6. Conclusion and Outlook

ATIBT's participation in the 2026 International Timber Fair fully met its objectives. Despite a smaller exhibition space compared to the previous edition, the association succeeded in enhancing its visibility and its role as a platform for dialogue among producers, importers, institutions, and technical partners.

The six events organized highlighted ATIBT's main priorities: promoting the sustainable management of tropical forests, promoting certified timber, recognizing legality systems, preparing operators for EU Timber Regulation requirements, promoting lesser-known tree species, and developing new business opportunities. The high turnout at the conferences and the caliber of the speakers confirmed the market's interest in these topics.

The trade show also provided a concrete opportunity to highlight several initiatives supported by ATIBT's financial partners. The presence of delegations from Ghana, Guatemala, and Central Africa fostered numerous commercial and institutional exchanges, while illustrating the diversity of sustainable forest management models promoted by the association. The Fair&Precious Roundtable also provided an important opportunity to highlight the positive role of certified forest concessions in tropical forest conservation and local development.

Beyond the visibility it generated, CIB 2026 opens up several avenues for follow-up. The business contacts established between European operators and producers will need to be strengthened in the coming months. Particular attention will be paid to preparing for the field mission scheduled for the Selva Maya in November 2026, monitoring the results of the EU-Ghana FLEGT program, and continuing the collaborations initiated with institutional partners met at the fair—particularly regarding work on legality, certification, lesser-known tree species, and the implementation of the EU Timber Regulation (RDUE).

This edition thus confirms the strategic importance of the Carrefour International du Bois as a premier platform for promoting sustainable tropical timber and as a catalyst for dialogue between producing countries and European markets. ATIBT intends to build on this momentum to strengthen recognition of responsible supply chains and support market access for sustainably managed forest products.

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