



As the UK's national timber event for the built environment, Timber Expo is now firmly established in the industry calendar. The event provides a platform for exhibitors from across the globe to showcase the latest innovations - however Timber Expo is now recognised as being more than just a 'market stall' to promote products and services, it is also a platform for 'thought leadership' and knowledge transfer.

But when other trade exhibitions are in decline, why is Timber Expo expanding year on year?

According to Nick Milestone, Managing Director of B & K Structures, who with Austrian partners Binderholz form the X-LAM Alliance - it's having a business focus.

"It's all about creating a forum to bring the right people together to conduct meaningful business meetings. Once construction companies had the luxury of substantial marketing budgets; however the recession changed all that - now we have to ensure a return on our investment by generating a positive impact to the bottom line.

At the heart of Timber Expo each year, is the Timber Buyers and Specifiers Forum - a purposeful environment for building business networks. This focused approach has proved to be highly successful in creating new business relationships, facilitating meetings and most importantly, generating business. All participants in the Forum have a strong desire to engage at the highest level with decision makers with direct influence over procurement decisions.

