

FOR IMMEDIATE RELEASE

Companies invited to meet with wood buyers from Pakistan on June 13

Country represents seventh-largest importer of forestry products in the world; visitors will learn more about wood materials produced in the New North region and meet with local producers

NEW NORTH, June 1, 2022 – Wisconsin companies interested in meeting with wood buyers from Pakistan are invited to take part in an informational session and one-on-one business matchmaking meetings on June 13 in Green Bay. Nine pre-qualified buyers – in both softwood and hardwood – from the country will be visiting the New North region to learn more about available wood products.

The Pakistani group is touring Menominee Forest land and the Menominee Tribal Enterprises mill in Neopit, Wis. The wood buyers then will take part in the informational event, providing the opportunity for participating companies and members of the Lake States Lumber Association to generate new sales leads and to build relationships with key players from the Pakistani wood industry.

Pakistan is the fifth-most populated country in the world with more than 229 million consumers and a gross domestic product of \$264 billion. The U.S. Department of Agriculture says that Pakistan is this country's 21st-largest export market for food and agricultural products; its import volume of forestry materials makes it the seventh-largest market in the world.

The event has been made possible through a partnership between the [Softwood Export Council](#), New North Inc. and the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), and is funded by the Wisconsin Initiative for Agricultural Exports. The purpose of this and all inbound trade missions is to bring foreign buyers to Wisconsin, allowing them to observe and understand the quality, value and functionality of U.S. products that can help them to achieve their business goals.

The deadline to register is June 7. Meeting slots are limited and will be scheduled on a first-come, first-served basis.

Those interested in participating should contact Barbara Koldos, vice president of business development for New North Inc., at barbara.koldos@thenewnorth.com, or Jennifer Lu, international economic development consultant for DATCP, at jennifer.lu@wisconsin.gov.

Profiles of the Pakistani companies will be made available to those who register.

Along with the New North region, the wood buyers from Pakistan also are visiting Portland, Maine, and Little Rock, Ark., on their tour of United States production facilities.

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. www.thenewnorth.com

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