

# Join the Wisconsin Booth at Carrefour 2024

May 28-30, 2024 – Nantes, France

Funded by [WIAE 24](#)



## About the Show

[Carrefour](#) is organized every two years in Nantes, France as Europe's leading forestry products trade show. It brings together exhibitors and visitors over three days with a focus on sawn wood, panels, parquet flooring, specialized trade, and wood construction solutions. In 2022, the show attracted over 600 exhibitors from 40 countries. From product demonstrations to technical sessions and interactive panel discussions, Carrefour offers a wealth of opportunities to stay up-to-date with industry trends and is a perfect place to network and connect with buyers and decision makers in Europe and beyond. Wisconsin wood and articles of wood exports to the European Union totaled over \$17 million in 2022. DATCP offers a turnkey, furnished, shared booth package at a fraction of the cost for Wisconsin businesses.

## Who Should Attend?

Wisconsin forestry products suppliers and exporters

## Booth Cost

Exhibit space in the Wisconsin booth is funded by the [Wisconsin Initiative for Agricultural Exports](#) and provided to participating Wisconsin companies **at no charge**. Companies can apply for the [International Market Access Grant](#) through the Wisconsin Economic Development Corporation and [Food Export's Branded Program for U.S. Wood Products](#) for reimbursement of a portion of the additional costs (travel, lodging, meals, sample/literature shipping costs, lead retrieval system costs, etc.).

## Highlights and Services

- Shared, furnished spaces within 36 square meters of Wisconsin booth
  - One information counter with respective company logo and two high-top chairs
- Marketing package for main exhibitor including a listing in the printed show directory, visitor guide, online exhibitor search, mobile app, and online press compartment

## Proposed Schedule

Monday, May 27, 2024: Booth Setup/Market Outlook  
Tuesday, May 28, 2024: Carrefour International Du Bois  
Wednesday, May 29, 2024: Carrefour International Du Bois  
Thursday, May 30, 2024: Carrefour International Du Bois

## Application Deadline: February 29<sup>th</sup>, 2024

**Booth space is limited to a first come, first served basis. To apply, contact:**

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