

Exporting tropical timber decking to France

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Tropical timber decking is very popular in France, providing opportunities to exporters from developing countries. In recent years, however, consumption and imports have continued to decrease. Certification is becoming more important in the do-it-yourself (DIY) sector, which is one of the most promising end markets for exporters in France. The addition of value through certifications will therefore be crucial in order to access the French market for tropical decking, as will a focus on design and finishing. Exporters should also be innovative and promote the natural features of their product, especially given that French imports are being complicated by the legal requirements that are being implemented.