



A brief introduction to the project:

Digitalization in the Forest Sector: A Roadmap for Productivity Improvement in New Brunswick

Forest NB Industry Forum

MARCH 14TH, 2024

ALL RIGHTS RESERVED. NO PART OF THIS DOCUMENT MAY BE REPRODUCED IN ANY FORM OR BY ANY MEANS WITHOUT PERMISSION IN WRITING FROM AFRY.

COPYRIGHT AFRY AB

A brief intro to the project: New Brunswick Digitalization Strategy

GUILHERME SIMON



Manager,
AFRY Management
Consulting Division

guilherme.simon@afry.com

Agenda items

- Introduction to AFRY
- Project scope and approach
- Parties involved in the project
- Q&A

ABOUT AFRY

Locally present & globally connected

ÅF and **Pöyry** joined forces in 2019 to become AFRY, a leading engineering, design and advisory company with Nordics roots.

We create **sustainable solutions** for the future together with our clients in the bioindustry, energy and infrastructure sectors.

- Annual revenue: >2 bnEUR
- 19,000+ employees worldwide
- Locally present in 50+ countries
- Globally connected with projects in 100+ countries
- Serves 25% of Fortune 500





INDUSTRIAL & DIGITAL SOLUTIONS

Advanced Automation
Automotive R&D
Connected Products
Experience Design
IT Solutions
Specialized Tech Services
Systems Management



ENERGY

Thermal Heat & Power
Renewables
Hydro
T&D
Nuclear
Contracting



INFRASTRUCTURE

Transportation
Buildings
Project Management
Water
Environment
Architecture & Design



PROCESS INDUSTRIES

Bioindustries
Chemicals
Pulp, Board, paper & tissue
Metal & Mining
Smart solutions:
– Health & Safety
– Environment
– Smart Site TM & Digitalisation



MANAGEMENT CONSULTING

Energy Sector
Bioindustry Sector

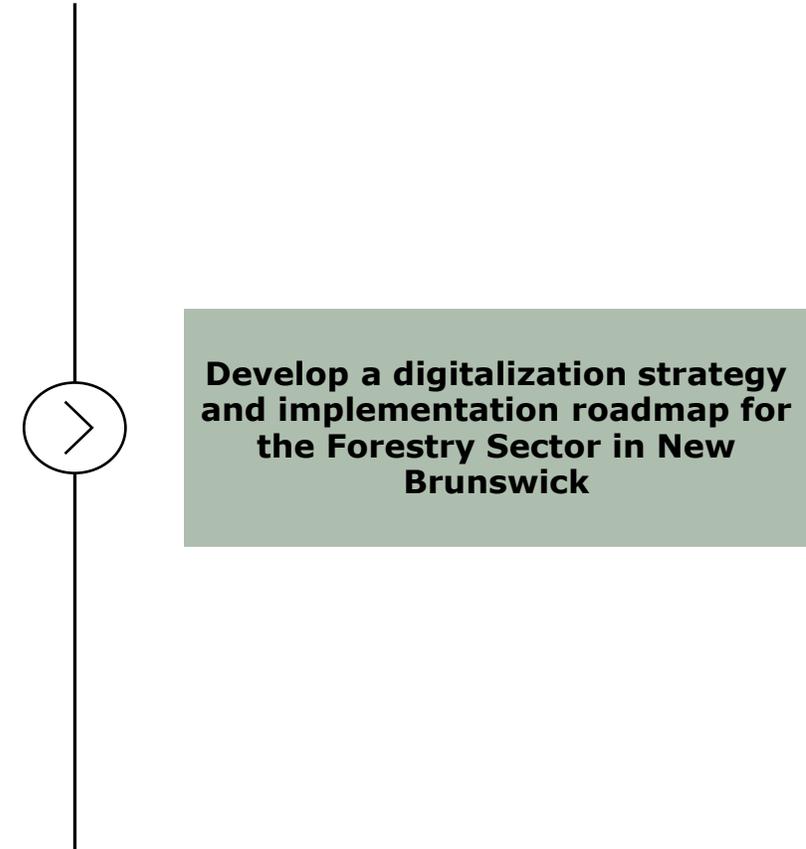
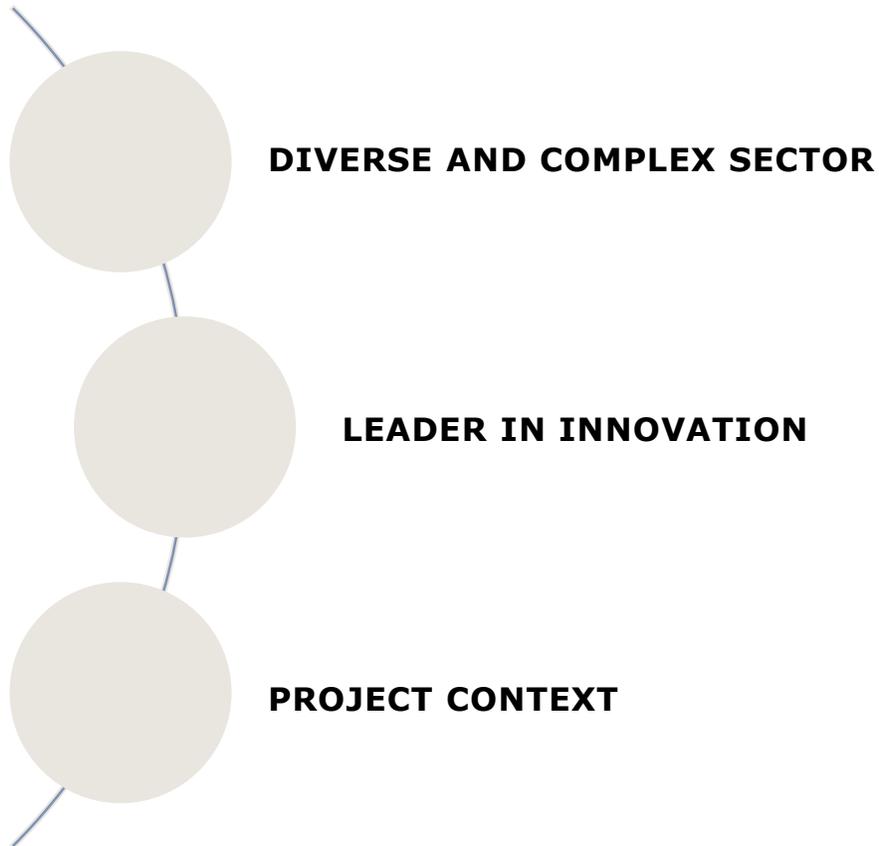
Market Analysis
Strategic Advice
Operational and Digital transformation
M&A and Transactions

AFRY is the leading global advisor to forest and forest-based industry globally with a global presence

AFRY BIOINDUSTRY GLOBAL PRESENCE

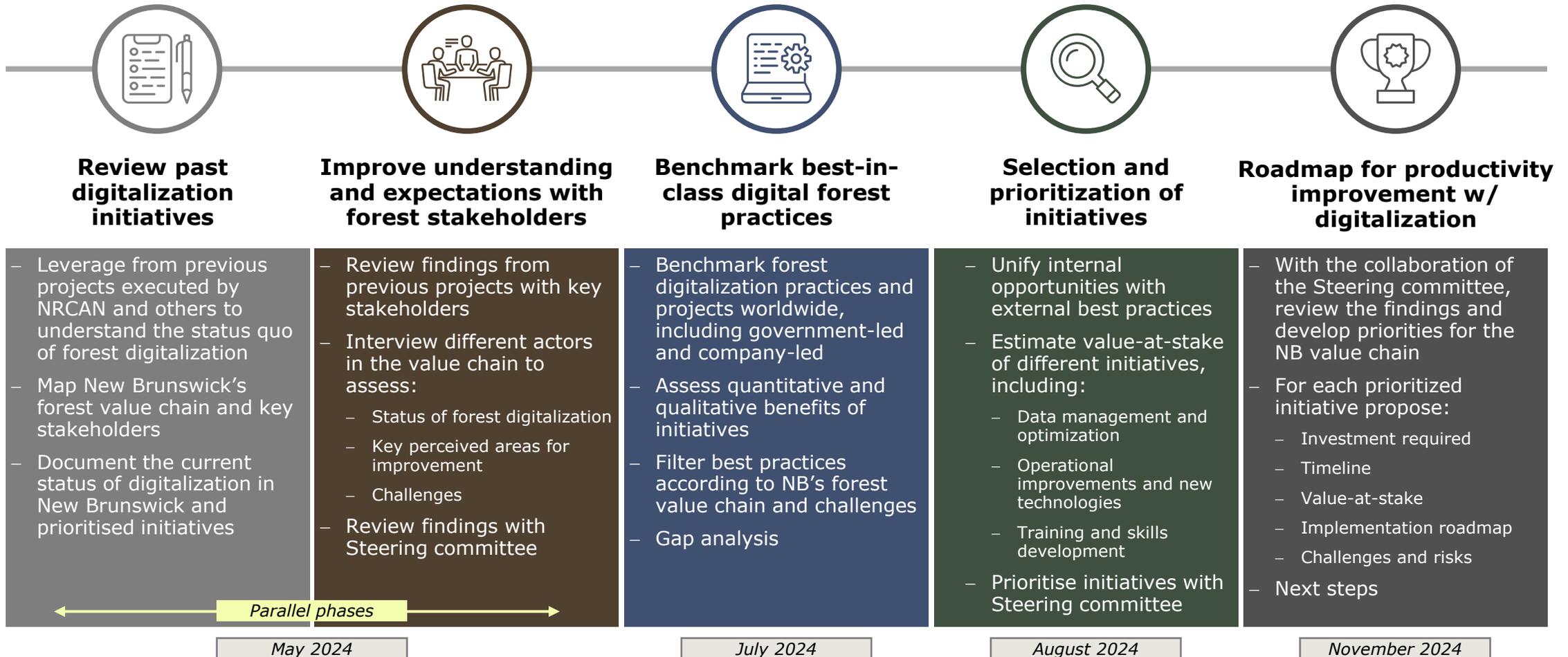


Forestry is a cornerstone of New Brunswick economy. The sector is highly diverse and a leader in forestry digitalization



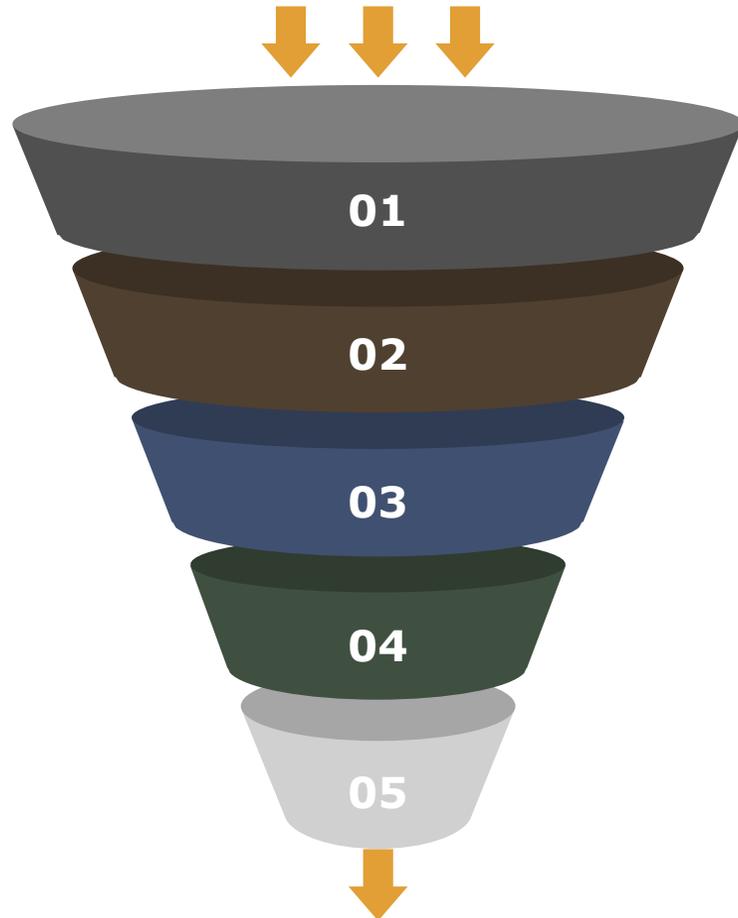
PROJECT PHASES

The main objective of the project is to provide a roadmap for forest digitalization in New Brunswick



PROJECT APPROACH

The approach to finding the best initiatives and developing the roadmap is a stepwise screening process comprising 5 successive workstreams



Identify current challenges (gap analysis) in the value chain

- Previous works
- Current interviews

Identify of root causes

- For each of challenge in the forestry value chain, identify root cause(s)
- Group root causes pertaining several challenges

Propose potential initiatives

- Initiatives undertaken currently in NB for wider adoption
- Initiatives from global benchmark and expert consultation

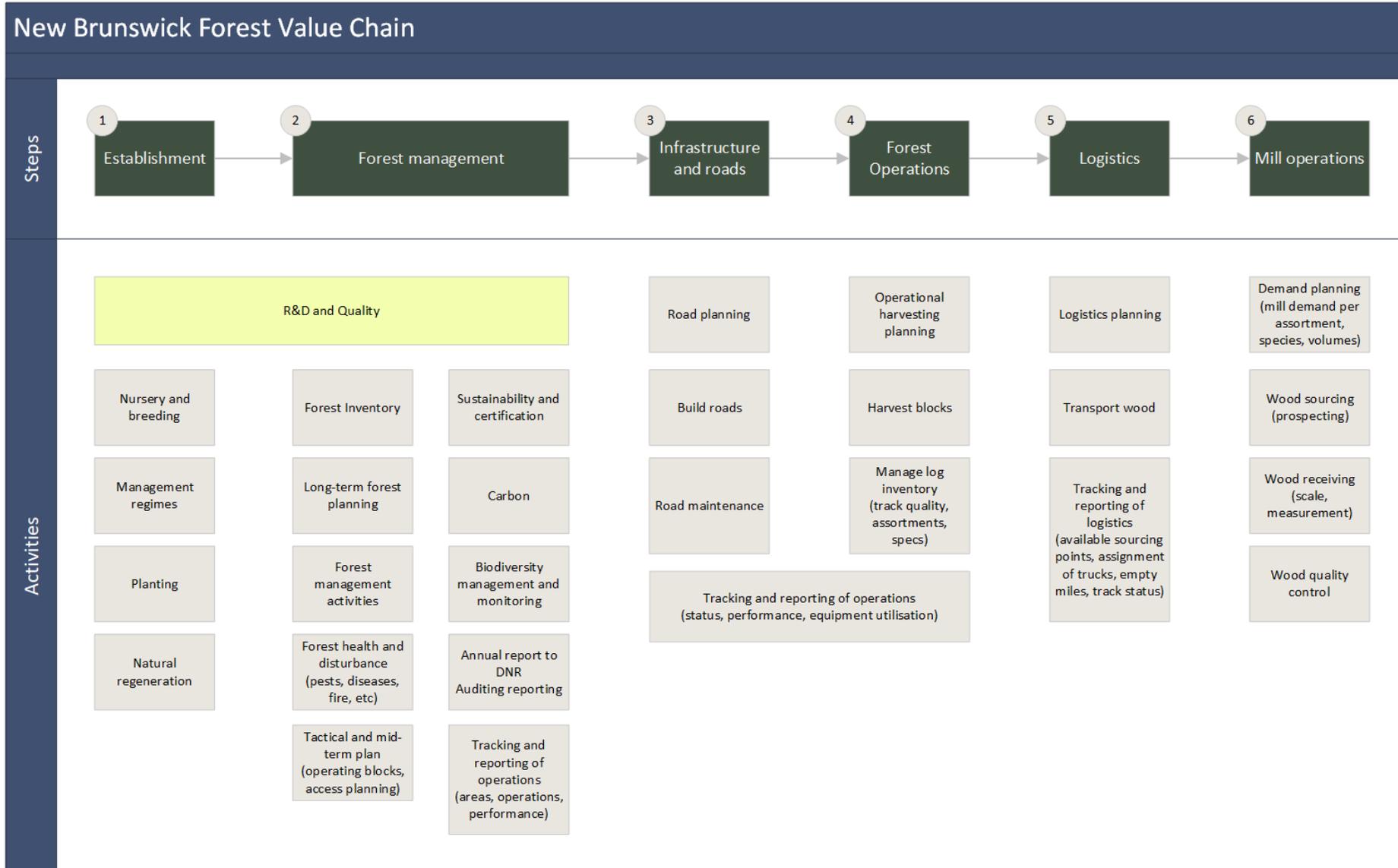
Prioritization of initiatives

- High-level prioritization of initiatives based on qualitative and quantitative criteria

Quantification of value at stake and roadmapping of best initiatives

- For the highest ranked initiatives, calculate value at stake and lay out roadmap for implementation

Project will look at the forestry value chain from establishment to wood receiving at the mill



KEY PARTIES INVOLVED

The project was commissioned via CBDC with the involvement of several actors in the forestry value chain

- **The project was commissioned by**
 - CBDC
 - NRCAN
 - ACOA
- **Many parties are involved in developing this initiative, including:**
 - First Nations
 - Government and development agencies
 - Industrial players
 - Service and technology providers
 - Other organizations in the forestry sector

The project timeline is expected to run until end of the year. **Do reach out to us to discuss about it!**

GUILHERME SIMON



Manager,
AFRY Management
Consulting

guilherme.simon@afry.com

JACK LONSDALE



Principal,
AFRY Management
Consulting

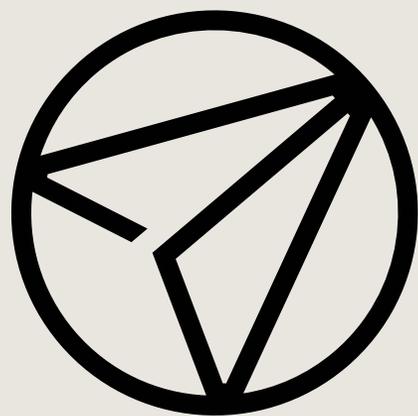
jack.lonsdale@afry.com

GAETAN PELLETIER



Executive Director,
Northern Hardwoods
Research Institute

gaetan.pelletier@hardwoodsnb.
ca



AFRY

ÅF PÖYRY