



**Coast Fraser Enterprises Ltd. Ranks No. 213 on the 2017 PROFIT 500  
-Canadian Business Unveils 29th annual list of Canada's Fastest-Growing Companies-**

-FOR IMMEDIATE RELEASE-

Vancouver, British Columbia - (September 14, 2017) *Canadian Business* and PROFIT today ranked Coast Fraser Enterprises Ltd. No. 213 on the 29th annual PROFIT 500, the definitive ranking of Canada's Fastest-Growing Companies. Published in the October issue of *Maclean's* magazine and at CanadianBusiness.com, the PROFIT 500 ranks Canadian businesses by their five-year revenue growth.

Coast Fraser Enterprises Ltd. made the 2017 PROFIT 500 list with a five-year revenue growth of 300%.

"It is never easy to earn a spot on the PROFIT 500, but this year's applicant pool was the most competitive yet," says Deborah Aarts, PROFIT 500 program manager. "This year's winners demonstrate the resilience, innovation and sheer management smarts it takes to build a thriving business today. Canada—and the world—needs more entrepreneurial success stories like these."

As the global demand for quality wood products continuously climbs, industry professionals seek solutions to simplify the process of importing and exporting wood products. Having launched the company in 2009 in Vancouver, B.C., Canada, Coast Fraser Enterprises Ltd., led by Founder and President Frank Hui, saw a market opportunity for the Canadian lumber industry to export products to markets in China. Coast Fraser partnered with one of the largest wood product manufacturers in the world in 2013, Weyerhaeuser, and launched an internal electronic system to aggressively triple operation capacity and reduce operation costs. Today the company operates with 40 employees and is recognized as a major lumber distributor of North American wood products to offshore markets consisting of 15 countries and regions globally. In the company's continual efforts to bring value to their customers, suppliers and third-parties, Coast Fraser launched the WoodTrader® platform in 2015. WoodTrader® is a user-friendly, e-commerce solution and business platform with integrated logistics, operations features, and trading payment processing. It is also a direct communication channel between buyers and verified suppliers of wood products. Coast Fraser leverages the application to accelerate its business around the world by simplifying communications and opening a world of markets to its users.

"Coast Fraser is very honoured and humbled to be recognized in the 2017 PROFIT 500 ranking," says Frank Hui, Founder and President of Coast Fraser Enterprises Ltd. "Our goal as an organization is to simplify the international wood purchasing process by integrating user-friendly platforms, value-added services and distribution logistics expertise. We continue to make strides to meet and exceed our customer's expectations globally". Frank Hui and Diane Bian, Director at Coast Fraser Enterprises Ltd., are scheduled to attend the PROFIT 500 CEO Summit to be held on October 11th, 2017 at the Four Seasons Hotel in Toronto, Ontario.

**For more information about Coast Fraser Enterprises Ltd. and WoodTrader®, please visit:**

[Coast Fraser Enterprises Ltd. Website](#)

[WoodTrader® Website](#)

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### **About the PROFIT 500**

For 29 years, the PROFIT 500 has been Canada's most respectable and influential ranking of entrepreneurial achievement. Developed by PROFIT and now published in *Maclean's* magazine and at CanadianBusiness.com, the PROFIT 500 ranks Canadian companies on five-year revenue growth. For more information on the ranking visit PROFIT500.com or CanadianBusiness.com.

### **About Canadian Business**

Founded in 1928, *Canadian Business* is the longest-serving and most-trusted business publication in the country. It is the country's premier media brand for executives and senior business leaders. It fuels the success of Canada's business elite with a focus on the things that matter most: leadership, innovation, business strategy and management tactics. Learn more at CanadianBusiness.com.

### **About Coast Fraser Enterprises Ltd. & WoodTrader®**

Coast Fraser Enterprises Ltd. launched in 2009 as a global lumber export company based in Vancouver, British Columbia Canada that offers superior lumber brokerage services and is committed to the international distribution of wood products. Coast Fraser succeeds in providing their valued customers optimal lumber export services and brokerage expertise by utilizing the fundamentals of traditional wood export practices alongside new-age technological solutions such as their WoodTrader® platform. The company aims to continue to enrich, innovate and support the global lumber industry supply chain and provide significant value and benefits to their customers. Learn more at [www.coastfraser.com](http://www.coastfraser.com) or [www.woodtrader.com](http://www.woodtrader.com).

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