

From Forest to Furniture: New Green Market Opportunities for China

12-13 September 2001

Shanghai Everbright Convention & Exhibition Center
Shanghai

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Forest Trends

**Chinese Research Center for
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Conference website: <http://www.forest-trends.org/whoweare/meetings.htm#shanghai>

AGENDA

Welcome

Sun Changjin, RCEEE and Michael Jenkins, Forest Trends

Global Market Trends and Opportunities for the Forest Industry

Michael Jenkins, Forest Trends

The US Furniture Industry: Trends in Outsourcing and Emerging Certified Demand

Catherine Mater, Mater Engineering

KEYNOTE PRESENTATION: IKEA's Procurement Policies for Wood Products

Magnus Löfmark, IKEA, Sweden

Outlook for Certification in Asia: Certifier perspectives

Walter Smith, Smartwood, USA

Kevin Grace, SGS, Malaysia

Policy Issues in Sustainable Commercial Forestry and Trade in China: The Logging Ban and WTO Accession

Ilan Vertinsky, University of British Columbia

Panel: Status of Certification in Asia and Next Steps to Establish Certification in China

- *Rod Taylor, WWF –International,*
- *Joyce Lam, WWF-Hong Kong*
- *Zhu Chunquan, WWF-China*

Panel: Market Demand for Certified Wood products: Company perspectives

- Demand in the US
Paul Fuge, Plaza Hardwoods Inc
(Director: Certified Forest Products Council (USA))
- Demand in Europe
Tony Judge, B&Q and Kingfisher Asia

Panel: The Supply of Certified Wood: Why and How Companies Certify

- *Farlay Tu, Sino-Wood Partners / Sino Forest Corporation*
- *Kevin Rose, Fletcher Challenge Forests*

Panel: Ensuring Sustainable Supply of Quality Wood: Company – Community Partnerships

Chair: Michael Conroy, The Ford Foundation

- Introduction
Michael Conroy
- Case of Community Production and Door Manufacture for Export to DIY retailers
Eva Fernandez, Puertas MonteAlban, Mexico
- Case of Company – Community Partnerships in Canada
Gary Bull, University of British Columbia (summary presented by chair)
- Scheme for Certified Wood Production from Communities in Southern China
Sun Changjin, RCEEE

Investment Opportunities for Sustainable Forest Industry

Tessa Tennant, Association for Sustainable and Responsible Investment in Asia
Ambassador Cinnamon Dornsife, US Executive Director, Asian Development Bank