From Forest to Furniture:
New Green Market Opportunities for China

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Sponsored and Organized by:
Forest Trends
Chinese Research Center for
Environmental and Ecological Economics (RCEEE)

Co-Sponsors:
World Wide Fund for Nature
China National Furniture Association
Center for Chinese Agricultural Policy
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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, RCEE

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