Timber Committee
Economic Commission for Europe

European Forestry Commission
Food and Agricultural Organization

TEAM OF SPECIALISTS ON FOREST PRODUCTS MARKETS AND MARKETING

Meeting during the Timber Committee Week, 13 October 2009, Geneva

Report of the Meeting

Opening comments. Dr. Richard Vlosky, Leader of the Team, welcomed Team members along with Deputy Leaders Branko Glavonjic and Eduard Akim, as well as the two Subgroup Leaders, Carl-Eric Guertin and Jeremy Wall. Dr. Ed Pepke, Secretary of the Team, also welcomed members.

1. Adoption of the agenda

The provisional agenda was adopted

2. Reporting of Team Members in activities since the last meeting

Dr. Vlosky asked members to describe activities that they participated in on behalf of the Team since the 2008 meeting.

- Mr. Guertin reported that he made a presentation on the "role of wood in climate change" at a conference of the UNECE Committee on Housing and Land Management in Sofia Bulgaria.
- Mr. Wall indicated that no specific meetings of the Subgroup Emerging Markets had been possible since the last Team Plenary meeting. Nonetheless, there had continued to be a lot of activity on renewable energy policies throughout the UNECE region, particularly for woody biomass. He had given two presentations on this subject (at the Timisoara, Romania and Prague, Czech Republic workshops).
- Dr. Vlosky gave two presentations: one on green building in Europe at a Louisiana State University Agricultural Center conference in Baton Rouge, Louisiana; and the second on the Team's efforts in capacity building in Southeast Europe at the Society of American Foresters National Conference in Orlando, Florida. He also presented a poster on the capacity building effort at the Forest Products Society International Convention in Boise, Idaho. Drs. Ed Pepke and Glavonjic co-authored the capacity building presentation and poster.
- Dr. Glavonjic gave two presentations on wood energy at UNECE/FAO workshops (one in Serbia and a second in Latvia) and will give a presentation on wood energy at another UNECE/FAO workshop in November (Croatia).
- Mr. Roman Svitok (Slovakia) gave two presentations of which one on carbon sequestration.
- Mr. Filip de Jaeger (CEI-Bois) reported that CEI-Bois has been active in related work and done much in the area of the use of wood to mitigate climate change, including a dedicated conference on the role of harvested wood products in climate change in Brussels in September 2009;
- Frances Maplesden (ITTO) organized and participated in a conference on interregional trade in wood products in Africa, which was held in Accra.

3. Discussion of Green Building Workshop and next steps

Dr. Vlosky asked members to comment on yesterday's workshop on green building in terms of summarizing the outcome of the meeting and next steps.

Mr. Eoin O'Driscoll (Ireland) thought that having good representation, from industry and the practitioner side (architects), added greatly to the meeting. He felt that Green Building was a good topic for the team to continue.

In the absence of Anders Baudin, Mr. Wall relayed the concept of regional networks on green building inter alia to support the future work of the Team on this topic. In response to Dr. Vlosky's suggestion to either convert the Team into one centred on green building or create a separate one, he conveyed that the latter was a more viable option. Such a separate team could also consider timber-related policy and legislative developments (e.g. Lacey Act Amendment). Conversely, regarding the option of segmenting a future workshop of the existing Team into two separate topics, such as green building and corporate responsibility, he cautioned everyone that the Team's experience so far indicated that "one-topic" workshops were feasible but already stretched all the Team's available resources.

Mr. Sylvain Labbé (Canada) added that after Copenhagen and the Quebec meeting in April 2010, perhaps we should tie all of this with illegal logging and climate change into a policy map that points towards something on the order of a UN convention on green building.

Dr. Pepke mentioned the option of corporate responsibility as having potential for an outside workshop perhaps in eastern Europe. He discussed that green building rating systems seems to be worthy of particular focus (given the level of criticism from this workshop and lack of universal standards), in particular when lifecycle analysis is included wood's superiority becomes clear. He thought that the Team had a unique opportunity to make some recommendations to this session of the Timber Committee and in follow-up to the Green Building Workshop. He raised the question of a recommendation to the Timber Committee that they include verbiage in the market statement that COP15 includes harvested wood products. This was unanimously supported.

4. Current issues website

Dr. Vlosky noted that the number of visits to the Team's "current issues" website is increasing 83,100 in the first nine months of this year (see www.lfpdc.lsu.edu/unece/Aboutus.asp). He asked for suggestions for topics to add to the website. Corporate responsibility and industries ability to cope with the current economic crisis were two options that were mentioned.

5. Provision for producing and distributing meeting report. Dr. Pepke will draft the report and send it to Team leaders for approval by early November.

6. Next Team meetings (Dr. Vlosky)

- During Timber Committee Week, 11-15 October 2010, Palais des Nations
- Before the IUFRO World Congress in Korea, the Team will hold a joint meeting with the IUFRO Forest Products Marketing and Business Development Research Group, 17-20 August 2010, in Haikkodo, Japan.

Annexes

1. Team's mandate (for reference – no change since approved in October 2008)
2. List of meeting participants

Annex 1

UNECE/FAO TEAM OF SPECIALISTS ON FOREST PRODUCTS MARKETS AND MARKETING

Reference to Integrated Work Programme: Work Area 1

Programme elements 1.1, 1.2, 1.3, 1.4

A. OBJECTIVES

To contribute to the sustainable development of forest products markets in the UNECE region:

1. Provide a forum for discussion of forest products marketing in the UNECE region. In particular, contribute to the UNECE Timber Committee annual market discussions and thereby advise UNECE/FAO on forest products market developments.
2. Advise the UNECE/FAO secretariat on implementation of Work Area 1, focusing on its products and publications, and undertaking studies as appropriate.
3. Provide assistance in marketing in the UNECE region, especially to central and eastern European countries, through information collection, analysis and dissemination, and capacity building.
4. Maintain and expand the international network and forums for discussion on forest products markets and marketing.

B. EXPECTED MAJOR OUTPUTS

1. Contribution to Timber Committee market discussions and workshop(s) on relevant topics, including the market effects of green building policies, corporate social responsibility in forest products marketing and trade, public procurement policies, wood energy, and other topics, in line with the work programme.
2. Advice on market-related publications and products, including the provision of expertise in the production and technical reviews of the *Forest Products Annual Market Review*.
3. Participation in wood energy market study in conjunction with the secretariat's long-term outlook study for wood energy.
4. Maintenance and expansion of the "Current Issues Website" (http://www.lfpdc.lsu.edu/unece/) to collect and share with a wider community forest products marketing information, and the Forest Products Marketing Distance Learning Website (http://www.unece.org/trade/timber/mis/forest-products-marketing-links.htm)
5. Maintenance and expansion of the "Forest Products Marketing & Business Management Reference List."

C. BACKGROUND

ESTABLISHED / APPROVED BY	Joint session of the UNECE Timber Committee and FAO European Forestry Commission, Rome, 23-24 October 2008
DURATION	From 2008 to 2010, renewable to 2013
METHODS OF WORK	Through subgroups as necessary
REPORTING	Once a year to the FAO/UNECE Working Party on Forest Economics and Statistics
TEAM LEADERS	Leader: Dr. Richard Vlosky (United States). Deputy Leaders: Dr. Branko Glavonjic (Serbia) and Professor Eduard Akim (Russia). Subgroup Leaders: Mr. Carl-Eric Guertin (Canada) and Mr. Jeremy Wall (European Commission).
RESPONSIBLE SECRETARIAT MEMBER	Ed Pepke

Annex 2

List of Participants

CANADA

Prof. Robert BEAUREGARD
Dean
Faculty of Forestry, Geography and Geomatics
Laval University
Pavillion Abitibi-Price, Building 1155
G1K 7P4, Québec City, Québec, Canada
+1-418 656 7684
doyen@ffg.ulaval.ca
www.ulaval.ca

Mr. Carl-Eric GUERTIN
Director
Communications and Responsible Trade Manager
Quebec Wood Export Bureau (Q-WEB)
979, avenue de Bourgogne, Bur. 540
G1W 2L4 Québec City, Québec, Canada
+1-418 650 63 85
ceguertin@quebecwoodexport.com
www.quebecwoodexport.com

Sylvain LABBÉ
Chief Executive Officer
Quebec Wood Export Bureau
979, avenue de Bourgogne, bureau 540
G1W 2L4, Québec City, Québec, Canada,
Phone: +1 418 650 6385
Fax: +1 418 650 9011
slabbe@quebecwoodexport.com
www.quebecwoodexport.com/index.htm

FINLAND

Ms. Heli PAATELA
University of Helsinki
Westendintie 61B, FIN - 02160, Espoo, Finland
heli.paatela@helsinki.fi

Mr. Eero-Matti SALMINEN
University of Helsinki; Intern Timber Section
Helsinki Finland
heli.paatela@helsinki.fi

IRELAND

Mr. Eoin O'DRISCOLL
Market Research Specialist
Forest Service
Department of Agriculture, Fisheries and Food (DAFF)
Arena House, Arena Road, Sandyford
Dublin 18, Ireland
+353 87 9679 528
eoin@drima.com
www.drima.com; www.coford.ie

ITALY

Mr. Lucio BROTTO
University of Padua
Via San Giovanni, 38,
I-35010, Carmignano di Brenta, Italy
brotz84@yahoo.it

RUSSIAN FEDERATION

Prof. Eduard L. AKIM
FAO UN, Advisory Committee on Paper and Wood Products
Pulp and Composite Materials, Saint Petersburg State Technological University
FAO UN - Advisory Committee on Paper and Wood Products
Ivana Chernykh Strasse 4
RU-198095 St. Petersburg, Russian Federation
+7 812 786 5266
inna@home.ru

Prof. Nikolay BURDIN
General Director
Research and Design Institute on Economics and Information for Forest, Pulp and Paper and Woodworking Industries
OAO NIPIEIlesprom
Klinskaya ul. 8
RU-125889, Moscow, Russian Federation
+7 495-456 1303
nipi@dialup.ptt.ru
www.nipieilesprom.ru

SERBIA

Dr. Branko GLAVONJIC
Professor; Chair UNECE Timber Committee
Faculty of Forestry
Belgrade State University
Kneza Viseslava 1
11030, Belgrade, Serbia
+381 11 305-3863
brankogl@scnet.rs,
brankogl@afrodita.rcub.bg.ac.rs,
branko.glavonjic@sfb.rs
www.sfb.rs

SLOVAKIA

Mr. Roman SVITOK
Researcher
Forest Strategy, Policy and Economy
National Forest Centre
T. G. Masaryka 22
SK-96292 Zvolen, Slovakia
+421 45-53 14 162
svitok@nlcsk.org
www.nlcsk.org

UNITED STATES OF AMERICA

Dr. Eric HANSEN
Professor, Forest Products Marketing
Department of Wood Science Enginering
Oregon State University
119 Richardson Hall
Corvallis, Oregon, USA 97331-5751,
+1 541-737 4240
Eric.Hansen2@oregonstate.edu

Dr. Richard P. VLOSKY
Professor in Forest Products Marketing, Director
Louisiana Forest Products Development Center,
School of Renewable Natural Resources
School of Renewable Natural Resources,
Louisiana State University
RNR Building, 227 Forestry
Baton Rouge, Louisiana, USA, 70803
+1 225 578 45 27
vlosky@lsu.edu
www.lfpdc.lsu.edu

EUROPEAN COMMISSION

Mr. Jeremy WALL (Subgroup Leader)
Principal Administrator
DG Enterprise and Industry, Textiles, Fashion and Forest-based and Related Industries Unit
European Commission
Avenue d'Auderghem 45
Brey (11/166)
B-1049 Brussels, Belgium
+32 2 295 3726
jeremy.wall@ec.europa.eu
http://www.europa.eu.int/comm/enterprise/forest_based/index.htm

INTER-GOVERNMENTAL ORGANIZATIONS

Mr. Filip DE JAEGER
Secretary General
CEI-BOIS
Montoyerstraat 24
B-1000 Brussels, Belgium
+32 2 556 25 85
filip.de.jaeger@cei-bois.org, info@eos.oes.eu
www.eos.oes.eu

Ms. Bénédicte HENDRICKX
Economic Adviser
European Panel Federation (EPF)
Montoyerstraat 24, box 20
B-1000 Brussels, Belgium
+32 2-556 2589
benedicte.hendrickx@europanels.org
www.europanels.org

Ms. Frances MAPLESDEN
Statistician
Economic Information and Market Intelligence
International Tropical Timber Organization (ITTO)
International Organizations Center, 5th Floor,
Pacifico-Yokohama, 1-1-1 Minto-Mirai, Nishi-ku,
220-0012, Yokohama, Japan
+81 45 223 1110
maplesden@itto.or.jp
www.itto.org.jp

UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE

Mr. Matthew FONSECA
Publication Assistant
Trade and Timber Division
UNECE/FAO Timber Section
United Nations Economic Commission for Europe (UNECE)
Palais des Nations
8-14, Avenue de la Paix, Office 435-2
CH-1211, Geneva 10, Switzerland
+41 22-917 1846
matthew.fonseca@unece.org
www.unece.org/timber

Mr. Ed PEPKE

Officer in charge Timber Section and Forestry Officer (Marketing)
Trade and Timber Division
UNECE/FAO Timber Section
United Nations Economic Commission for Europe (UNECE)
Palais des Nations,
8-14, Avenue de la Paix, Room 448
CH-1211, Geneva 10, Switzerland
+41 22-917 2872
ed.pepke@unece.org
www.unece.org/timber