www.unece.org/forests/workshops/2006/2006_balkanworkshop.html

Serbia and Montenegro

Conclusions and Recommendations

Presentations made during the workshop

Establishing principles
Overview of markets
Market expert statements
Tools for marketing
Marketing needs/opportunities for Balkans and the South East Europe

Forest products markets and trade in the UNECE Region	Ed Pepke
Value-added wood products markets in the United States	Rich Vlosky
Markets for non-wood forest products	Davide Pettenella
Overview of trade in the Balkans	Branko Glavonjic
Outlook for forest products markets in Europe, CIS	Volker Sasse
Introduction: Workshop objectives, process and clarification	Douglas Clark
Forest products - defining what we mean	Douglas Clark
A model for Forest Sector Development	Rich Vlosky
Marketing fundamentals - the Four P's: Pricing, Promotion, Product, Place	Davide Pettenella

- Serbia and Montenegro (B. Glavonjic)
- The Former Yugoslav Republic of Macedonia (Z. Miloska)
- Romania (F. Borlea)
- Croatia (D. Motik)
- Bosnia and Herzegovina (D. Blagojevic, M. Avdubegivuc, M. Jovanovic, N. Samardzija
- Recent developments in the forestry sector of Serbia (P. Jovic)

Market Information Systems - principles and practice	Algis Gaizutis
Tactical and strategic market planning - short and long term	Jarno Seppälä
eBusiness - overview	Rich Vlosky
Policies affecting forest products markets	Ewald Rametsteiner
Wood Promotion Campaigns	David Bills
Evolution of roundwood marketing - UK case study	Nicol Sinclair
Building capacity in forest education	Branko Glavonjic
FOPER Project, European Forest Institute	Nenad Petrovic
Distance learning - forest products marketing on the internet	Michael Buckley

Background **document and market statements**

Background document - Forest Products Marketing in the Balkans

Market Statement - Bosnia and Herzegovina

Market Statement - Croatia

Market Statement - the Former Yugoslav Republic of Macedonia

Background Document: Forest Products Annual Market Review, 2004-2005

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