



INTERNATIONAL SEMINAR MARKETING IN FORESTRY AND WOOD INDUSTRY

Programme

WEDNESDAY, December 6, 2006

20.00 Welcoming cocktail Hotel Palace lobby, Dubrovnik

THURSDAY, December 7, 2006

8.45	Registration	
9.00	Opening	Darko Motik <i>PhD., Assistant Professor, Faculty of Forestry, University of Zagreb, Croatia</i>
	Welcoming speeches	UNECE Timber Branch, Geneva, Switzerland Ministry of Agriculture, Forestry and Water Management (MAFWM), Croatia Croatian Chamber of Economy (CCE), Croatia
9.15	Introduction: Workshop objectives and instructions	Ana Urukalo <i>Center for Development and Marketing, Rijeka, Croatia</i>
9.25	Marketing and selling – the difference	Ed Pepke <i>PhD., Marketing C201UN Economic Commission for Europe/Food and Agriculture Organization, Geneva, Switzerland</i>
9.45	Marketing principles: The Four P's – the essentials	Davide Pettenella <i>PhD., Full Professor, Department of Land Use and Agro-forestry Systems, University of Padova, Italy</i>
10.05	The value of marketing (illustrated by 3 case studies)	Richard Vlosky <i>PhD., Full Professor, Louisiana Forest Product Development Center, Louisiana State University Agricultural Center, USA</i>
10.25	Overview of forest products markets in SE Europe	Darko Motik <i>PhD., Assistant Professor, Faculty of Forestry, University of Zagreb, Croatia</i>
10.45	Coffee Break	
11.15	Promotion – study: the "Holz ist genial" marketing campaign	Georg Binder <i>Mr. Sc., Managing Director ProHolz, Austria</i>
11.35	Market Information System (MIS) – a review	Branko Glavonjic <i>PhD., Associate Professor, Faculty of Forestry Belgrade State University, Serbia</i>
11.55	Sawmilling perspective in the future	Stora Enso, Sweden
12.15	Marketing strategies in forestry and wood processing	Pöyry Forest Industries Consulting, Finland
12.35	Business connecting in the wood processing branch from the viewpoint of cluster development	Leon Oblak <i>PhD., Assistant Professor, Biotechnical Faculty, University of Ljubljana, Slovenia</i>
13.00	Lunch	
14.00	New forms of selling wood	Branko Sitas <i>Mr. Sc., Marketing Manager, Hrvatske sume, Zagreb, Croatia</i>
14.20	Distribution and sale forest products on the developed European markets	Hubert Palus <i>PhD., Assistant Professor, Faculty of wood science and technology, Technical University of Zvolen, Slovakia</i>
14.40	Limitations in selling forest products from private forests – the role of private owners' associations	Suzana Trninic <i>Forestry Advisory Service at MAFWM, Croatia</i>
15.00	Possible models of saw timber and elements market functioning	Marijan Kavran <i>Assistant of Managing Director, Agriculture, Food Industry and Forestry Department, CCE, Croatia</i>
15.20	Influence of illegal harvest to wood products' prices in the countries of the Region	Đevad Muslimovic <i>Director of FMC Una-Sana Sume, Bihać, BiH</i>
15.40	Coffee Break	
16.00	ROUND TABLES	MODERATOR
	I Contracts and conditions in selling wood raw material	Ministry of Agriculture, Forestry and Food, Slovenia

II Marketing in price forming – Sawn timber trade in Europe	Tomislav Starcic <i>Chief of Wood Industry Development Department at MAFWM, Croatia</i>
III Regional marketing strategies and fair participation (Meeting of the Committee for marketing and fairs of the Croatian Woodprocessing Industry Association)	Alojzije Sobocanec <i>President of the Committee for marketing and fairs, CCE</i>
17.45	Round table conclusions
18.00	End of the session
20.00	Dinner

FRIDAY, December 8, 2006

9.00 Working in groups	
FORESTRY SECTOR	WOOD PROCESSING SECTOR
Forestry Marketing in Croatia	Marketing application in wood processing enterprises in Croatia
Stjepan Posavec <i>PhD., Faculty of Forestry, University of Zagreb, Croatia</i>	Darko Motik <i>PhD., Assistant Professor, Faculty of Forestry, University of Zagreb, Croatia</i>
Case study: Hrvatske sume, Zagreb	Croatian Creation and Croatian Quality brands in woodprocessing
Jadranka Rosa <i>Hrvatske sume, Zagreb, Croatia</i>	Trpimir Zupic <i>Managing Director, Center for quality, CCE, Zagreb, Croatia</i>
The role of forestry in the context of rural development	Association of Finnish family sawmills – organizational structure
Ministry of Agriculture, Forestry and Water Management, Croatia	Jukka-Pekka Ranta <i>Managing director, Association of Finnish family sawmills, Finland</i>
Marketing of environmental goods and forest services	Case study: Spacva, Vinkovci
Dijana Vuletic <i>PhD., Head of Department for Forest Management and Economy, Forestry Institut Jastrebarsko, Croatia</i>	Dario Puljiz <i>President of the Board Spacva Vinkovci, Croatia</i>
Importance of certification in company's marketing strategy	Case study: Konjuh, Zivinice
Ratko Matosevic <i>Director, Hrvatske sume Consult, Zagreb, Croatia</i>	Katica Tadic <i>Mr. Sc., Marketing manager Konjuh, Zivinice, Bosnia and Herzegovina</i>
11.00	Coffee Break
11.30 Forest natural disasters – how to sell?	Marketing in furniture sales
Mikael Westin <i>Sweden</i>	Andreja Gazdek <i>General manager, Phoenix Capitis, Zagreb, Croatia</i>
Marketing in timber sales to overseas countries	Market research methods in furniture sales
Miljenko Turcinov <i>Director, Fagus, Ljubljana, Slovenia</i>	Tatjana Rajkovic <i>GfK – Center for Market Research, Zagreb, Croatia</i>
Case study: Srbijasume Belgrade	Enhanced use of wood in construction by means of marketing campaigns
Srbijasume <i>Belgrade, Serbia</i>	Ana Urukalo <i>Center for Development and Marketing, Rijeka, Croatia</i>
13.00	Lunch
14.00	Reports of workshop moderators
14.45	Q&A (Questions to be gathered previous day in writing)
16.00	Seminar feedback (questionnaire)
16.30	Seminar conclusions
17.00	End of session - End of seminar

Registration:

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