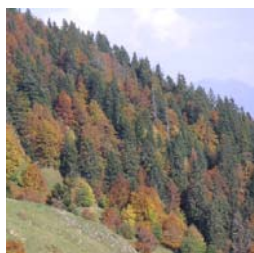


Item 3. Guidance of work area 1: Markets and statistics

(ECE/TIM/EFC/WP.2/2007/3)



By

Alex McCusker

Statistical Assistant

and

Ed Pepke

Forest Products Marketing Specialist

UNECE/FAO Timber Section

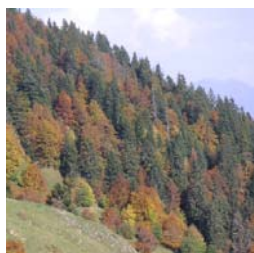


Working Party on Forest Economics and Statistics

29th Session, 20 - 22 March 2007, Geneva



Welcome to Geneva !



Tuesday

3°C (38°F) | 2°C (35°F)



Wednesday

2°C (36°F) | -1°C (31°F)



Thursday

1°C (34°F) | -2°C (29°F)



Friday

3°C (37°F) | 1°C (34°F)

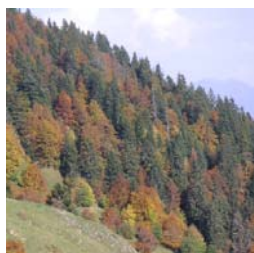


Working Party on Forest Economics and Statistics

29th Session, 20 - 22 March 2007, Geneva



Presentation topics

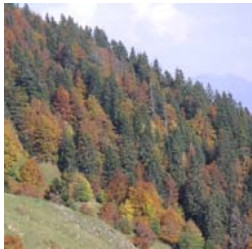


- Statistics on forest products and forest fires
- Analysis of markets for forest products and certified wood products
- Capacity building for forest products marketing in countries in transition
- Team of Specialists on Forest Products Markets and Marketing
- Dissemination
- Resources



A. Statistics on production, trade, consumption and prices of forest products

■ *Statistical outputs*



- Continue as in previous years
- A number of items are still being worked on
- Data exchanges continue with partners on time
- Resumption of work on forest fire data with JRC

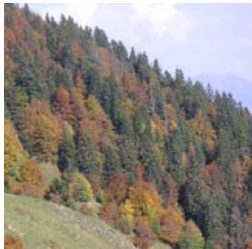


Replies to JFSQ and TCQ

■ *JFSQ*



- A slight improvement in quality and quantity



■ *TCQ*



- Stable quantity and improved quality of response



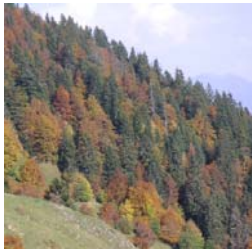
Changes in JFSQ (1)

■ 2007

- Stable, no changes

■ 2008

- HS changes
 - o Bamboo
 - o OSB
 - o Fibreboard breakdown according to type as well as weight
- ITTA
 - o Not yet signed but will involve significant increase – how to handle



Changes in JFSQ (2)

■ 2008 (cont'd)

- Excluded items - why
 - o Due to perceived lack of importance
 - o And difficult to categorize in current system
- What basis for inclusion could be established (total forest products trade c. 190 billion \$)

COMTRADE data (millions \$)

	2004		2005	
	Export	Import	Export	Import
4403.10	\$280	\$217	\$283	\$253
4404	\$143	\$162	\$145	\$179
4406	\$161	\$173	\$196	\$202



Intra-EU trade data quality

■ *Continuing decline*



- Higher level of non-reporting



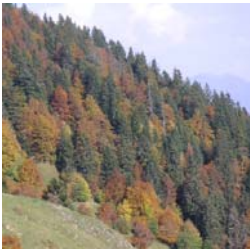
- Removal of requirement to report unit of weight (supplementary unit)



- Inconsistent collection based on financial declarations rather than customs



B. Capacity building



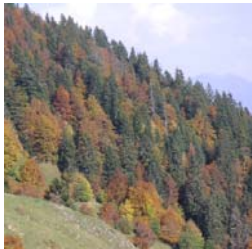
- *Aim to improve capacity on forest sector statistics*
 - Collaboration with FAO
 - Target EECCA countries
 - Aim for 2008 meeting
 - Other work continues to improve our contacts
- *Search for support from other programmes and countries*



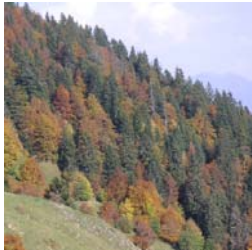
C. Forest Fire Statistics

- *Restarted in 2006*

- Collaboration with JRC
- Data 2002-2005
- Collected, being processed



Statistics Questions



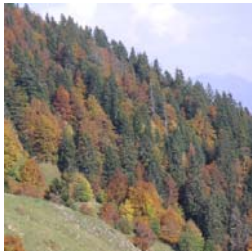
- *Delegates are invited to review the above issues and give their opinion as to the feasibility and desirability of changes listed in paragraph 8. In particular, suggestions on standards to be used in determining whether items should be included in the JFSQ, including non-wood products, would be welcomed.*
- *The Working Party has been made aware in previous sessions of the decline in the quality of EU internal trade statistics for wood products in volume units. The Working Party is invited to suggest ways in which to effectively communicate its concern at these trends.*



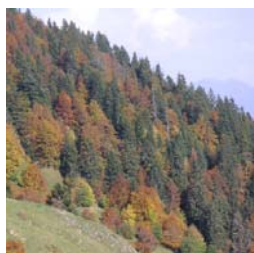
D. Analysis of markets for forest products, notably topical and policy relevant aspects

■ *Forest Products Annual Market Review, 2005-2006*

- Based on statistics returned by national statistical correspondents to the JFSQ
- Supplementary, secondary info too
- Prepared for annual TC Market Discussions (October)



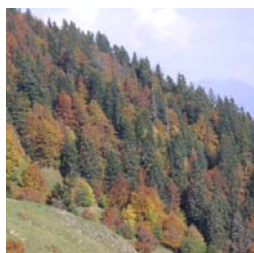
Forest Products Annual Market Review, 2005-2006



- Major project within Timber Section
- May through July
- Completed early August
- Production met expectations
- New chapter on wood energy markets and policies
- Other improvements, e.g. a new look



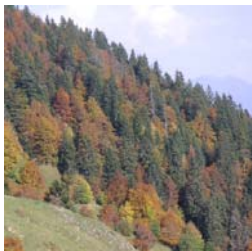
Forest Products Annual Market Review, 2006-2007



- Focus on market and policy developments and interactions
- Eastern Europe, especially south eastern Europe, Caucasus and Central Asia when statistics and other information are available
- Responses to JFSQ by 15 May 2007



Timber Committee Market Discussions, 2006

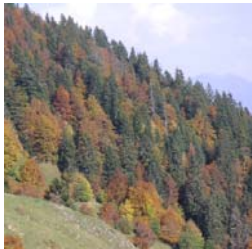


- “China’s influence on forest products markets in the UNECE region”
- “Public procurement policies for wood and paper products and their impacts on sustainable forest management and timber markets”
- 1½-days provided time for discussion
- Annual Committee market statement and press release

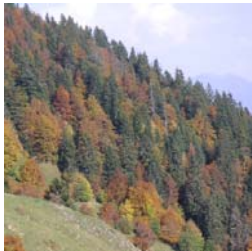


Timber Committee Market Discussions, 2006

- Basis
 - *FPAMR*
 - Country market forecasts
 - Country market statements
- Synergies with the International Softwood Conference



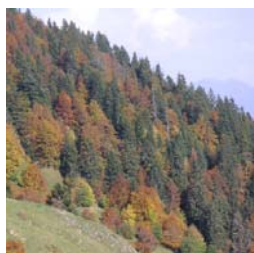
Timber Committee Market Discussions, 2007



- 8-9 October, Palais des Nations
- Joint with the International Softwood Conference
- Theme links with following policy forum on wood mobilisation
- “Softwood” is another theme
- Double participation
- Exchange between national and international trade association experts and government representatives



E. Capacity building for forest products marketing in countries in transition

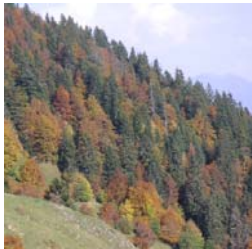


- Item within integrated programme of work of the UNECE Timber Committee and FAO European Forestry Commission
- Mandate of the UNECE/FAO Team of Specialists on Forest Products Markets and Marketing



“Forest Products Marketing – from Principles to Practice”

- Serbia, April 2006
- Recommendations
 - Establish regional marketing information system
 - Initiate a region-wide promotional campaign
 - Set up strong industry associations
 - Conduct a follow-up marketing workshops
 - Develop markets for non-wood forest products and services, including recreation and ecotourism.

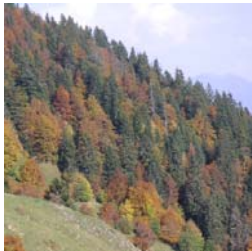


“Marketing in forestry and wood industry”

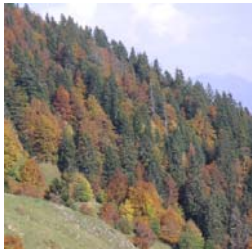
■ Croatia, December 2006

■ Recommendations

- Initiate a coordinated, region-wide promotional campaign, targeted at improving the southeast Europe forest sector image
- Establish web-based marketing information system
- Strengthen industry associations and build a clusters of wood-based businesses
- Improve distribution, e.g. wood ‘stock exchange’



Resources for capacity building

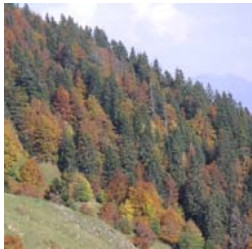


- Loaned professional
- In-kind contributions
 - Expert speakers
 - Organization of meetings
 - Student internships
- Financial contributions
 - UNECE, FAO
 - Collaborators
 - Governments

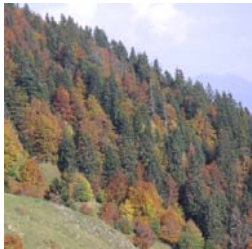


Resources for capacity building

- ***The Working Party is invited to suggest sources of extra-budgetary resources, both financial and in-kind, for capacity building for forest products marketing in countries in transition.***



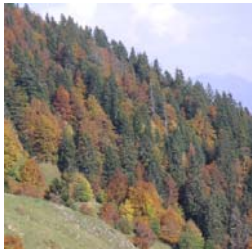
F. Monitoring and analysis of markets for certified wood products



- “Forest certification—Do Governments Have a Role?”, 2005
- Chapter on certified forest products markets in *FPAMR*
 - Network of Officially Nominated National Correspondents on Certification and Certified Forest Products Markets
- Timber Committee Market Discussions



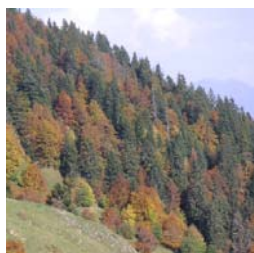
Working Party special discussion 2006



- UNECE/FAO Timber Section to maintain its current activities, with additional collaboration when available
- Priority to information concerning
 - certified forest area
 - number of chain of custody certificates
 - roundwood removals
- Recognized value-added CFP info not generally available



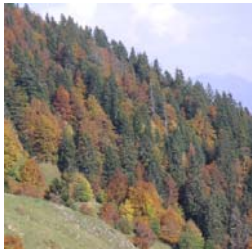
G. Team of Specialists on Forest Products Markets and Marketing



- Team Leader report
- Met twice in 2006
- Conducted marketing workshops
- Study on "Market Effects of Public Procurement Policies for Wood and Paper Products in the UNECE Region"
- Timber Committee Market Discussions
- Noted inconsistent quality of country forecasts and market statements



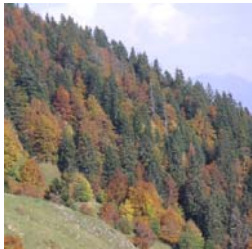
Team of Specialists activities (1)



- Current Issues Forum Website
- Public procurement policies and green building policies
- Opportunities and threats of the booming Chinese market
- Improving TC forecasts and country market statements



Team of Specialists activities (2)



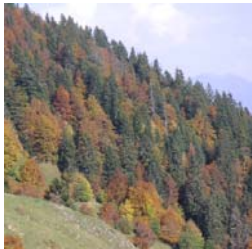
- Mobilising wood for energy and traditional wood products
- Marketing capacity building
- Distance learning possibilities
- Corporate social responsibility
- Enhanced use of wood



Team of Specialists activities



- ***The Working Party is invited to review the work of the Team.***



II. DISSEMINATION

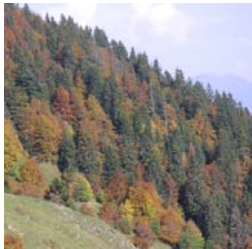
■ *Primary outlet is web site*

- Most information is distributed via FAOSTAT (see last year analysis)
- TC/EFC web site is also significantly used with over 200,000 downloads in 2006
- Top 10 items on separate sheet

■ *Problems*

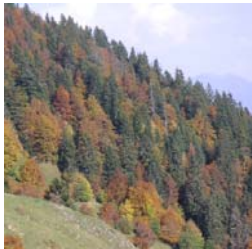
- Not all information available
- Not all information accessible
- Lack of sufficient tracking information

■ *Review of web site*



III. RESOURCES

- Market analyst
- Statistical assistant
- loaned marketing specialist
- Part-time assistance on forest products prices
- Intern on wood energy markets
- 2 interns for *FPAMR* production
- Intern on marketing info systems
- Many in-kind contributors
- Consultants



IV. CONCLUSION

- *We have described above the work carried out in the area of Markets and Statistics. We ask for your comments on these activities and the specific questions posed above.*

