



GUIDANCE OF WORK AREA 1: MARKETS AND STATISTICS

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Joint FAO/UNECE
Working Party on
Forest Economics and
Statistics
30th Session

2-3 April 2008

Topics of secretariat note

- I. Markets
- II. Statistics
- III. JWEE
- IV. Resource



Topics of presentation

(by Ed Pepke and Branko Glavonjic)

I. Markets

- A. Market analyses
- B. Timber Committee Market Discussions
- C. Team of Specialists on Forest Products Markets and Marketing
- D. Capacity building in forest products marketing

IV. Resources

V. Work Area 1 through 2013





I. Markets

A. Market analyses

- *Forest Products Annual Market Review*
 - 2006-2007 version
 - Intellectual, in-kind contributions of marketing specialists, statistical correspondents, information contributors
 - Chapter sponsorship by Swedish government, American Hardwood Export Council–Europe
 - 2007-2008 version
- Special market analyses





A. Market analyses

- *The Working Party is requested to invite national statistical correspondents to submit their country's JFSQ by 15 May 2008.*



B. Timber Committee Market Discussions

- Joint with International Softwood Conference
- Basis
 - *Forest Products Annual Market Analysis*
 - Timber Committee forecasts
 - Country market statements
- Outcomes
 - Timber Committee Market Statement
 - Timber Committee forecasts for 2007 and 2008
 - Presentations on TC/EFC website

B. Timber Committee Market Discussions

- *The Working Party is invited to suggest means to improve response rates to the TCQ and the country market statements.*





C. UNECE/FAO Team of Specialists on Forest Products Markets and Marketing

- Team report to Working Party available
- Major accomplishments
 - Contributions to Forest Products Annual Market Review
 - Capacity building in forest products marketing
 - Marketing distance learning website

Contributions to Forest Products Annual Market Review



UNECE

United Nations
Economic Commission for Europe



Food and Agriculture Organization
of the United Nations

FOREST PRODUCTS ANNUAL MARKET REVIEW



FOREST PRODUCTS ANNUAL MARKET REVIEW, 2006-2007

UNITED NATIONS

2006-2007

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Capacity building in wood energy

Belgrade, Serbia, 26&27 November 2007

Participants: 110

Speakers from: Austria, Finland, Germany, Scotland, Slovakia, Italy, UNDP and Serbia

Main conclusions and recommendations available on website:

<http://www.unece.org/trade/timber/workshops/2007/belgrade/belgrade.html>



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Capacity building in forest products marketing

Third Annual Regional Wood Products Marketing Seminar

Thursday 6 December, 2007, Golden Salon, Radon Plaza Hotel, Sarajevo, Bosnia & Herzegovina

Meeting Documents

Seminar Objectives

- Share information on current developments in wood and forestry products markets and marketing
- Plan collaborative strategies for addressing common obstacles to marketing wood and forestry products to major Western markets
- Expand business-to-business networks, both within the Southeast Europe region and to Western buyers and sales agents.

Participants: 42

Speakers from: UNECE/FAO Timber Section, USA, Italy, Finland, Switzerland, Serbia, FSC, PEFC, Bosnia and Herzegovina

Main conclusions and recommendations available on website:
<http://www.unece.org/trade/timber/workshops/2007/sarajevo/sarajevo.html>



Marketing distance learning website

<http://www.unece.org/trade/timber/mis/forest-products-marketing-links.htm>



UNECE

Timber
Committee



European Forestry
Commission

HOME

DATA and STATISTICS

MEETINGS and DOCUMENTATION

PUBLICATIONS

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LINKS

Forest Products Marketing

› UNECE/FAO Activities

› Markets

› Forest Products Annual
Market Review

› Current Issues Forum

› Team of Specialists on
Forest Products Markets
and Marketing

› Forest Products
Marketing Workshops

Forest Products Marketing Distance Learning



"Marketing functions are those mechanisms or tools that allow a company to carry out its strategies via its chosen marketing structures. Marketing functions can be divided into those that are under the full control of marketing specialists, which are focused on communication (contract functions), and those functions in which marketers only participate as part of a team (product functions)." ***Strategic Marketing in the Global Forest Industries**, by Heikki Juslin and Eric Hansen, Authors Academic Press, 2002.*

The **4 Ps** of marketing are **Product, Price, Place and Promotion**. This website provides useful links on Distance Learning Courses in Forest Products Marketing. The information is organized by the **4 Ps**.



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C. Team of Specialists on Forest Products Markets and Marketing – Planned activities

- Continued support for Work Area 1 programme
- Green building's impacts on the European forest sector at European Forest Week
- Wood energy statistics and analysis
- Corporate social responsibility
- Current Issues Forum website
- Market information system in Balkan region



Continued support for Work Area 1 programme



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**Welcome to the
Current Issues Forum
from the
UNECE / FAO
FOREST PRODUCTS MARKETS AND MARKETING
:: TEAM OF SPECIALISTS ::**

Disclaimer:
This is the website of the Team of Specialists on Forest Products Markets and Marketing which has a mandate in the field of forest products markets and marketing from the UNECE Timber Committee and the FAO European Forestry Commission. However, individuals participate by providing the information presented on this website. The information does not imply endorsement by any of the web site sponsors. We assume no responsibility for the absolute accuracy of the information presented on this website; nor for errors, typographical or otherwise; omissions; losses, damages, incorrect citations, non-cited sources, etc. resulting from the use of the data or information presented on this website. This website is not an official website nor endorsed by any of the following entities: United Nations Economic Commission for Europe (UNECE), UNECE Timber Committee, The Food and Agriculture Organization of the United Nations (FAO), or the FAO European Forestry Commission.

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Green building's impacts on the European forest sector at European Forest Week

Green building is a strong trend in the residential and non-residential sectors in North America and Europe. This trend has major impacts on the wood markets, and will eventually impact the entire forest sector.

One-day workshop on 20 October will lay the groundwork for a half day special event on 21 October at the first European Forest Week in Rome.

The main topics on this workshop are:

1. Green building and its implications
2. Demand (residential and non-residential) for green building
3. Green building and carbon cycle
4. Overview of building rating systems
5. Green building in different regions
6. The wood promotion campaigns



Wood energy statistics and analysis

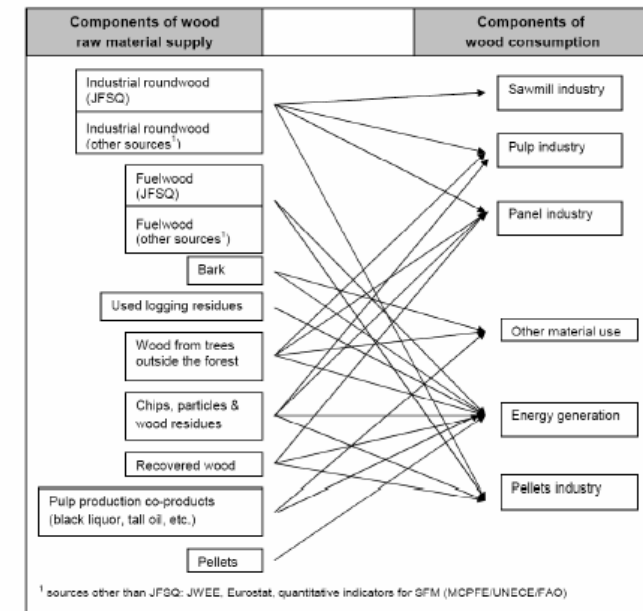


Figure 1 : Wood fibre streams for supply and consumption

sources			uses		
	[mio. m ³]	%	%	[mio. m ³]	
industrial Roundwood - JFSQ	381	49%	26%	217	sawmill industry
industrial Roundwood - unrep.	16	2%	11%	88	panel industry
fuelwood – JFS	79	10%	19%	155	pulp industry
fuelwood – unrep.	6	1%	2%	14	other physical utilization
Bark	25	3%	1%	7	wood fuel industry
used logging residues	23	3%	6%	49	power and heat
woody biomass outside forest	20	3%	8%	65	industrial internal
chips, particles & residues	118	15%	11%	92	private households
pulp production co-products	70	9%	16%	135	undifferentiated energy use
recovered wood	29	4%			
processed wood fuel	7	1%			
undefined	47	6%			
Σ total sources:	822	100%	100%	822	Σ total uses

DRUM2_c



Corporate social responsibility

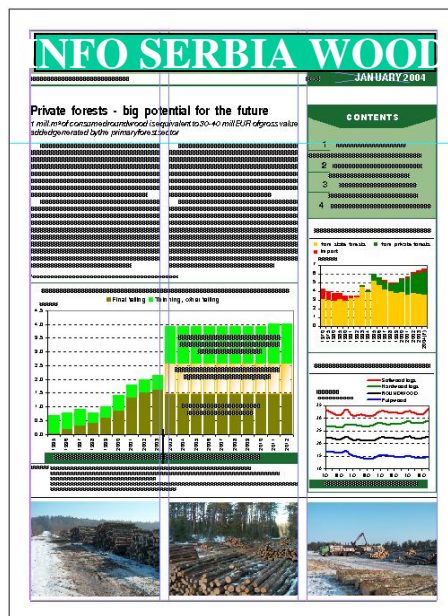


Corporate social responsibility in the forest products industries was again a topic of an expert presentation at the TC Market Discussions.

The Team supports work on CSR, especially in carrying examples of best practice to trade associations and industries in countries where CSR still remained a new concept.

Market information system in Balkan region

Content of MIS in Serbia



Basics of forest industry

Business environment

Labour markets

Energy, Environment and Logistics

Forest resources and raw materials

Pulp, paper and paperboard

Wood products

End uses of forest products



C. Team of Specialists on Forest Products Markets and Marketing

- The Working Party is requested to review the proposed mandate for 2008-2013. Any comments or suggestions will be transmitted to the Special Session of the TC and EFC in April 2008.*



D. Capacity building in forest products marketing

- Workshops conducted
 - Wood Energy as a Driver for Sustainable Rural Economic Development in South East Europe. Serbia, November 2007
 - Forest products marketing. Bosnia and Herzegovina, December 2007
- Seeking financial support for countries



D. Capacity building in forest products marketing

- Workshops planned
 - Modern Wood Energy Systems and Markets. Romania, June 2008
 - Forest products marketing. tFYR Macedonia, September 2008
 - Forest products marketing for CIS, Czech Republic, October 2008
 - Wood energy, Serbia, November 2008



D. Capacity building in forest products marketing

- The Working Party is invited to comment on the marketing capacity building activities, and how to transmit the expertise existing in the networks in the marketing area to countries in eastern Europe and central Asia.*



II. Statistics - Overview

- International process
- New JFSQ
- HS 2012
- NWFPs
- Response rate
- Capacity building



IWG – Intersecretariat Working Group on Forest Sector Statistics

EU/EFTA countries - 29



ITTO producer countries - 60



Other ECE members - 27

UNECE

Other FAO members - 80



Changes to JFSQ for 2008

- SP1 questionnaire
- EU3-ECE1
- HS2007 changes






SP1 comparison - old



Product code	Product	IMPO 2005
11		Secondary w
11.1	Further processed sawnwood	
11.1.C	Coniferous	
11.1.NC	Non-coniferous	
11.1.NC.T	of which: Tropical	
11.2	Wooden wrapping and packing equipment	
11.3	Builder's joinery and carpentry of wood	
11.4	Wooden furniture	
11.5	Prefabricated buildings	
11.5.1	of which: made of wood	
12		Secondary p
12.1	Composite paper and paperboard	
12.2	Special coated paper	
12.3	Carbon paper and copying paper, ready for use	
12.4	Household and sanitary paper, ready for use	
12.5	Packaging cartons, boxes, etc.	
12.6	Other articles of paper or paperboard	
12.6.1	of which: printing & writing paper, ready for use	
12.6.2	of which: articles, moulded or pressed from pulp	
12.6.3	of which: filter paper & paperboard, ready for use	
12.7	Printed articles	
12.7.1	Printed books	
12.7.2	Newspapers	
12.7.3	Other printed products	

SP1 comparison - new



1				Country:
2				Name of Official responsible:
3				
4	  			Official Address (in full):
5				
6	JQ3			
7	FOREST SECTOR QUESTIONNAIRE			Telephone:
8	Secondary Processed Wood and Paper Products			E-mail:
9	TRADE			
10				
11				
12	Specify Currency and Unit of Value (e.g.:1000 US \$):			
13				
14	Product code	Product	IMPORT VALUE	
15			2006	2007
16	11	Secondary wood products		
17	11.1	Further processed sawnwood		
18	11.1.C	Coniferous		
19	11.1.NC	Non-coniferous		
20	11.1.NC.T	of which: Tropical		
21	11.2	Wooden wrapping and packing equipment		
22	11.3	Wood products for domestic/decorative use (excl. furniture)		
23	11.4	Other manufactured wood products		
24	11.5	Builder's joinery and carpentry of wood		
25	11.6	Wooden furniture		
26	11.7	Prefabricated buildings		
27	11.7.1	of which: made of wood		
28	12	Secondary paper products		
29	12.1	Composite paper and paperboard		
30	12.2	Special coated paper		
31	12.3	Carbon paper and copying paper, ready for use		
32	12.4	Household and sanitary paper, ready for use		
33	12.5	Packaging cartons, boxes, etc.		
34	12.6	Other articles of paper or paperboard		
35	12.6.1	of which: printing & writing paper, ready for use		
36	12.6.2	of which: articles, moulded or pressed from pulp		
37	12.6.3	of which: filter paper & paperboard, ready for use		
38	12.7	Printed articles		
39	12.7.1	Printed books		
40	12.7.2	Newspapers		

[JQ1-Production](#) /
 [JQ2-Trade](#) /
 [DOT1-IMPORT](#) /
 [DOT2-EXPORT](#) /
[JQ3-Trade](#) /
 [ITTO1-Estimates](#) /
 [ITTO2-Species](#) /
 [ITTO3-Miscellaneous](#) /
 [ECE-EU Species](#) /
 [EU](#)

HS items added to SP1

<u>HS Code</u>	<u>2006 World Imports (000\$)</u>	<u>Description</u>
4414	\$1 008 343	Wooden frames for paintings, photographs, mirrors or similar objects
4417	\$226 471	Tools, tool bodies, tool handles, broom or brush bodies and handles, of wood; boot or shoe lasts and trees of wood
4419	\$785 430	Tableware and kitchenware, of wood
4420	\$1 622 634	Wood marquetry and inlaid wood; caskets and cases for jewelry or cutlery, and similar articles, of wood; statuettes and other ornaments, of wood; wooden articles of furniture not falling within chapter 94
4421	\$5 037 090	Other articles of wood (e.g. clothes hangers, toothpicks, posts, rails etc. etc.)



Combined EU3-ECE1

Specify Currency and Unit of Value (e.g.:1000 national currency): _____

Product Code	Classification HS2007	Classification CN2007	Product	Unit of Quantity	IMPORT		
					2006		
					Quantity	Value	
1.2.C	44.03.20		Industrial Roundwood (wood in the rough), Coniferous	1000 m ³			
	ex 44.03.20		Fir/Spruce (Abies spp., Picea spp.)	1000 m ³			
		44.03.20.11	sawlogs and veneer logs (Abies alba, Picea abies)	1000 m ³			
		44.03.20.19	pulpwood and other industrial roundwood (Abies alba, Picea abies)	1000 m ³			
	ex 44.03.20		Pine (Pinus spp.)	1000 m ³			
		44.03.20.31	sawlogs and veneer logs (Pinus sylvestris)	1000 m ³			
		44.03.20.39	pulpwood and other industrial roundwood (Pinus sylvestris)	1000 m ³			
	ex 44.03.20		Other / Non-specified	1000 m ³			
		44.03.20.91	sawlogs and veneer logs	1000 m ³			
		44.03.20.99	pulpwood and other industrial roundwood	1000 m ³			
1.2.NC	44.03.40/90		Industrial Roundwood (wood in the rough), Non-Coniferous	1000 m ³			
	44.03.91		of which: Oak (Quercus spp.)	1000 m ³			
		44.03.91.10	sawlogs and veneer logs	1000 m ³			
		44.03.91.90	pulpwood and other industrial roundwood	1000 m ³			
	44.03.92		of which: Beech (Fagus spp.)	1000 m ³			
		44.03.92.10	sawlogs and veneer logs	1000 m ³			
		44.03.92.90	pulpwood and other industrial roundwood	1000 m ³			
	ex 44.03.99		of which: Birch (Betula spp.)	1000 m ³			
		44.03.99.51	sawlogs and veneer logs	1000 m ³			
		44.03.99.59	pulpwood and other industrial roundwood	1000 m ³			
		44.03.99.10	of which: Poplar (Populus spp.)	1000 m ³			
		44.03.99.30	of which: Eucalyptus (Eucalyptus spp.)	1000 m ³			
5.C	44.07.10		Sawnwood, Coniferous	1000 m ³			
	ex 44.07.10		of which: Fir/Spruce (Abies spp., Picea spp.)	1000 m ³			
	ex 44.07.10		of which: Pine (Pinus spp.)	1000 m ³			
5.NC	44.07.20/90		Sawnwood, Non-coniferous	1000 m ³			
	44.07.91		of which: Oak (Quercus spp.)	1000 m ³			
	44.07.92		of which: Beech (Fagus spp.)	1000 m ³			
	44.07.93		of which: Maple (Acer spp.)	1000 m ³			
	44.07.94		of which: Cherry (Prunus spp.)	1000 m ³			
	44.07.95		of which: Ash (Fraxinus spp.)	1000 m ³			
	ex 44.07.99		of which: Poplar (Populus spp.)	1000 m ³			
	ex 44.07.99		of which: Birch (Betula spp.)	1000 m ³			
Light blue cells are requested only for EU members using the Combined Nomenclature to fill in - other countries are welcome to do so if their trade classification nomenclature							
"ex" codes indicate that only part of that trade classification code is used							
Please note that information on tropical species trade is requested in questionnaire ITTO2 for ITTO member countries							



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HS 2012

- These changes will be implemented starting January 2012
- Final approval June 2009, sub-committee meetings 5/08 and 11/08
- The IWG and JWEE have urged improvements to wood energy
- We are seeking changes to incorporate wood pellets, recovered wood and wooden housing as separate 6-digit codes
- Need support from countries through customs official contacts to advance issue



Non wood forest products

- Working Party last year in report

The Working Party noted the importance of improving knowledge of non-wood and nonmarketed goods and noted that this problem is being addressed in forest resource assessment work. However, it felt that it was not realistic to incorporate these products into the annual data collection through the JFSQ.... (paragraph 10)

- FRA and MCPFE continue to seek information and results are on website



Responses in 2006-7 to JQ

Countries not replying

- Albania
- Belarus
- Denmark
- Georgia
- Israel
- Moldova
- Tajikistan
- Turkmenistan
- Uzbekistan
- + 5 smaller members

Countries replied in 2006 not 2007

- Belgium
- Bosnia
- Bulgaria
- Kazakhstan

Countries replied in 2007 not 2006

- Greece



Statistical Capacity Building

- Working Party last year in report

The Working Party supported plans for a statistical capacity building meeting concentrating on EECCA countries, and encouraged the secretariat to seek synergies with other such efforts....(paragraph 11)

- We have identified funds for this project from ECE and FAO/SEUR and Rome.



The Working Party is invited to:

- Review work in 2007/8 and plans for 2008/9
- Comment on HS2012 proposal
- Confirm or change wishes on NWFPs
- Comment on capacity building workshop



III. Joint Wood Energy Enquiry

- Working Party reviewed and approved last year
- 2nd edition proposed this year with 2007 as target year
- Extensive communication between country specialists and with secretariat and partners
- Deadlines
 - Send out July 15
 - Sept 15 initial reply
 - Preliminary findings at European Forest Week
 - Final results at 2009 Working Party



III. Joint Wood Energy Enquiry

- The Working Party is invited to endorse the plans for the second JWEE



IV. Resources

- 1 marketing specialist
- 1 statistical assistant
- 1 forest products marketing consultant
- Periodic contributions of other Timber Section staff
- Periodic interns
- In-kind contributions



IV. Resources (continued)

- Needs
 - Statistical assistant assistant
 - Forest products marketing consultant
 - Continued interns
 - Continued in-kind contributions



IV. Resources (continued)

- *Working Party delegations are requested to consider whether they would be able to make in-kind contributions to the activities under work area 1*

