

Work Area 1: Markets & Statistics

Market-side presentation

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Joint Working Party on Forest Economics and Statistics,
Geneva, 24-25 March 2010



Presentation topics

- I. Forest Products Annual Market Review*
- II. Timber Committee Market Discussions*
- III. Market analyses at other forums*
- IV. Team of Specialists on Forest Products Markets and Marketing*
- V. Capacity building in forest products marketing*
- VI. Certification*
- VII. Resources*
- VIII. Questions and requests to the Working Party*



I. Forest Products Annual Market Review, 2008 - 2009

- Published electronically early August 2009
- Collaborative effort
- Basis for annual Timber Committee Market Discussions
- Based on Joint Forest Sector Questionnaire, forest products statistics
- Statistics received from 41 countries
- Timely submission critical
 - Questionnaire sent end-March
 - Deadline 17 May 2011



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II. Timber Committee Market Discussions

- Basis: FPAMR, country market reports & forecasts, expert presentations
- Country market reports (23 submitted)
- Why? Country forecasts (30 submitted)
- How to improve response rates?



II. Timber Committee Market Discussions in 2010

- 11-15 October
- Joint session with Society of Wood Science and Technology



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III. Market analyses at other forums

- Remote presentation via Internet simultaneously to University of Belgrade and Oregon State University
- www.unece.org/timber/mis/presentations.htm



IV. Marketing Team of Specialists

- Second green building workshop 2009
- Mandate needs renewal to 2013
- Key challenges
 - Capacity building in SE Europe
 - Widening country involvement
 - Improving response rates
- Annual report available



V. Capacity Building

- 2009 workshops
 - Latvia: "Current and future woody biomass for energy: Monitoring use and understanding technology"
 - Croatia: "Policy options for wood energy"
- 2010 workshops
 - Belarus: Wood energy policies and markets
 - Macedonia: Forest products marketing
- Key challenge: **Resources (staff time and funding for ongoing programme)**



VI. Certification

- Chapter in FPAMR
- Presentation at Timber Committee
Market Discussions
- Website: www.unece.org/timber/mis/cfp.htm



VII. Resources

- 1 marketing specialist + 1 statistician
- Input from others in Timber Section, Team of Specialists, consultants, interns
- Challenges
 - Ongoing capacity building programme
 - Wood energy



Questions, requests for the WP

- Stress importance of submitting JFSQs by 17 May 2010
- Suggest means to improve response rates to the Timber Committee Questionnaire and the country market reports
- Review Team report's 3 issues
 - Loan of professional for capacity building
 - Encourage countries to nominate members
 - Increase responses to country reports & forecasts



Questions, requests for the WP

- Comment on marketing capacity building, including need for loaned expertise, funding
- Other aspects of marketing side of Work Area 1?

