

22 February 2010

**ECONOMIC COMMISSION  
FOR EUROPE**

**FOOD AND AGRICULTURE  
ORGANIZATION**

Timber Committee

European Forestry Commission

Joint FAO/UNECE Working Party  
on Forest Economics and Statistics

Thirty-second session  
Geneva, 24-25 March 2010  
Item 6 of the provisional agenda

**GUIDANCE OF WORK AREA 1: MARKETS AND STATISTICS**

**AGENDA ITEM 6.3 – Report of the Team of Specialists on Forest Products  
Markets and Marketing**

Note by the Team of Specialists

*Summary*

According to its mandate, the Team of Specialists is expected to report on its activities to the Working Party. This document provides information about the Team of Specialists activities and on plans for the future. It draws the Working Party's attention to specific issues where guidance is needed.

**I. Period covered**

March 2009 to March 2010

**II. Team officers**

Dr. Richard Vlosky, Leader (United States)

Dr. Branko Glavonjic, Deputy Leader (Serbia)

Professor Eduard Akim, Deputy Leader (Russian Federation)

Mr. Carl-Eric Guertin, Responsible Trade Subgroup Leader (Canada)

Mr. Jeremy Wall, Emerging Markets Subgroup Leader (European Commission)

**III. Secretary**

Mr. Ed Pepke, UNECE/FAO Timber Section

**IV. Team members**

1. In March 2008, during its previous mandate, 66 team members came from the following 28 countries: Austria, Belgium, Bulgaria, Canada, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Hungary, Ireland, Italy, Japan, Latvia, Netherlands, Norway, Poland, Romania, Russian Federation, Serbia, Slovakia, Spain, Sweden, Switzerland, Turkey, United Kingdom and the United States.

2. As of February 2010, there are 48 (36 in 2009) officially-nominated Team members from the following 28 (previously 20) countries: Austria, Azerbaijan, Belarus, Bulgaria, Croatia, Canada, Czech Republic, Estonia, Finland, France, Germany, Ireland, Japan, Lithuania, Luxembourg, Norway, Poland, Russian Federation, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, the United Kingdom and the United States. In addition, a member from the European Commission has been reappointed. Thus, of the countries represented in 2008, Belgium, Denmark, Hungary, Italy, Latvia, the Netherlands and Romania have not responded to the request for nominations.

3. The Team is mandated to build a network of marketing specialists, and in January 2010 their expert network has 154 people from 36 countries. The network is shared by the IUFRO Forest Products and Business Management Working Group 5.10.00. Dr. Vlosky is also the Leader of this Working Group. (Mandate objective 4)

**V. Meetings held**

4. The Team met in Geneva on 13 October 2009 during the week of the 67<sup>th</sup> session of the Timber Committee. It followed the Team's second green building workshop on "Responding to Climate Change: Wood's place in a global approach to green building". The meeting encompassed the following two days annual Timber Committee Market Discussions.

## VI. Outputs during the period

5. The main output of the Team was the green building workshop on 12 October 2009. This carried forward the recommendations from the 2008 workshop, and brought fresh information to light, with the intention of paving the way for a major conference on green building in Quebec City, Canada in April 2010 provisionally titled, "Green building and climate change: From science to policies". With input from other sectors, notably environment and energy, this workshop created new collaboration. Its presentations were uploaded to the Timber Committee/European Forestry Commission website. The workshop had a steering committee comprised of UNECE/FAO, European Union, private forest and academia from Europe and North America. Significant private forest sector sponsorship greatly facilitated the event. Its conclusions and recommendations were presented the following day during the Timber Committee Market Discussions. A press release was issued which indicated continued work on green building in conjunction with other UNECE divisions. Both Subgroups worked together in organizing the workshop, led by the Responsible Trade Subgroup and sponsorship being raised by the Emerging markets Subgroup. (Mandate objective 1)

6. The Emerging Markets Subgroup also was active in the UNECE/FAO Task Force on Wood Availability and also participated in the Working Party on Forest Economics and Statistics as well as the Inter-secretariat Working Group on Forest Sector Statistics, the latter inter alia to add a separate Harmonized System customs code for wood pellets which would allow tracking of international pellet trade.

7. Team members continued to contribute directly the production of the *Forest Products Annual Market Review*. Many were authors and others contributed information and statistics. This support is directly in line with their mandate and is critical to the quality of the publication. Afterwards Team members participated in the annual Timber Committee Market Discussions. (Mandate objectives 1 and 2)

8. Team members organized and participated in assistance in marketing in southeastern Europe in 2008, through information collection, analysis and dissemination, and capacity building. Two workshops were conducted on wood energy markets in Romania (with preparatory meetings in Geneva (February) and Wels, Austria (March) and Serbia. (Mandate objective 3)

9. The Team's Current Issues Website (<http://www.lfpdc.lsu.edu/unece/Aboutus.asp>) had a tremendous increase in visits, rising from 1,250 visits in 2006 to 15,215 in 2007 and 42,000 in the first 9 months of 2008. This Team encourages other UNECE Teams of Specialists to consider creating similar websites. The website currently has five topics: Biofuels, Supply Chains, Global Market Enhancements, Responsible Trade and Certification & Environment. The site is updated as content submissions are received as well as annually on a formal basis by the Team Leader. There are currently over 650 documents, presentations, databases and links on the site. Finally, a link to the site has been established on the IUFRO Forest Products Marketing and Business Development (Research Group 5.10.00) website. (Mandate objective 4)

## VII. Expected outputs

10. Regrettably, the proposed green building conference in Canada in April 2010 has had to be postponed. The intention is still to organize a conference in Canada but at the time of writing it is not possible to say when and where this might take place. (Expected output 1)

11. The Team will accomplish other major outputs:

- (a) Advise on market-related publications and products, and provide expertise in the production and technical reviews of the *Forest Products Annual Market Review*. (Expected output 2)
- (b) Participate in wood energy market study in conjunction with the secretariat's long-term outlook study for wood energy. (Expected output 3)
- (c) Maintain and expand the "Current Issues Website" and the Forest Products Marketing Distance Learning Website. (Expected output 4)
- (d) Maintain and expand the Forest Products Marketing & Business Management Reference List. (Expected output 5)

## VIII. Comments, lessons learned

12. Please see issues below.

## IX. Issues for attention of the Working Party

13. Please review the following issues

- (a) *The gap left by the departure from the Timber Section, in August 2008, of the associate professional officer, Mr. Douglas Clark, seconded from the Forestry Commission (Scotland), has not been filled. This has left a void in the programme of marketing capacity building. The Team's request to the Working Party in 2009 that member countries consider loaning a professional to the Timber Section has not so far produced an offer of support. In the absence of this extra-budgetary support, it is increasingly difficult to maintain our capacity building activities in south east Europe.*
- (b) *Reforming the Team under its new mandate is progressing, but there remain some key members who have not yet been nominated. Those countries that have not so far nominated members are identified in paragraph 2 above. The Team asks the Working Party to exhort those countries to consider nominating members to the Team. (All former members do receive most correspondence when sent to the wider Forest Products Marketing & Business Management Reference List.)*
- (c) *While several countries submit high quality and timely market statements and comprehensive forecasts for current and future years, the contributions of country market statements and forecasts to the annual Timber Committee Market Discussions are not consistently good. The Team asks the Working Party to request that all countries assist the Market Discussions by providing country reports and forecasts by the requested deadline. This has become especially important as delegates need to access them from the website since paper versions are not distributed.*