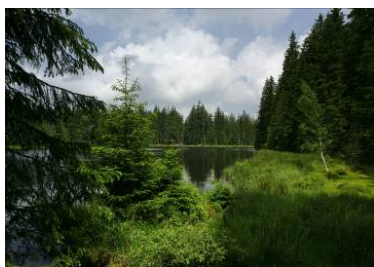


**INTERNATIONAL YEAR
OF FORESTS • 2011**



Work Area 1: Marketing Side Document: ECE/TIM/WP



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Regional Forest Information Week
Working Party on Forest Economics and Statistics
23-24 March 2011, Geneva



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I. UNECE/FAO *Forest Products Annual Market Review*

- First published, comprehensive analysis of the developments in forest products markets in the UNECE region
- 2010 version published electronically end-July
- Analyzes topical policy and market developments in 13 chapters, including carbon markets
- Basis for the joint Timber Committee (TC) and Society of Wood Science and Technology (SWST) Market Discussions in October 2010
- Considerable interest from a wide range of stakeholders
- Theme: “Innovation for structural change recovery”. The theme of the joint Market Discussions was “Forest products markets rebound in the UNECE region: Innovative wood products lead the way”



I. UNECE/FAO *Forest Products Annual Market Review*

- Led by a team within the UNECE/FAO Timber and Forestry Section
- 57 people worked directly on the publication of the FPAMR, a figure supplemented by over 100 statistical correspondents and information contributors
- Demanding production process, dependent on timely submission of the Joint Forest Sector Questionnaires
- Stats used for many market analyses
- Production possible thanks to significant in-kind contributions of most authors and interns
- Insufficient funds allocated for 2011 production



I. UNECE/FAO *Forest Products Annual Market Review*

Request to Working Party:

Working Party is requested to stress to national statistical correspondents the importance of submitting country Joint Forest Sector Questionnaires by 16 May 2011.



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II. Timber Committee Market Discussions

- Annual. 2010 with Society of Wood Science and Technology. 2011 with European Forestry Commission
- Basis
 - *Forest Products Annual Market Review*
 - Country market reports
 - Country market forecasts
- Output: Timber Committee Market Statement
- Principal reason for participation at Timber Committee
- Webinar in 2010



II. Timber Committee Market Discussions

- Country market reports
 - Flexible content
 - 22 (of 56) in 2010, 23 in 2009, 26 in 2008 and 2007
- Country market forecasts
 - 26 (of 56) in 2010, 30 in 2009 and 2008
- Output: Timber Committee Market Statement
- Webinar in 2010



II. Timber Committee Market Discussions

Request to Working Party:

- *The Working Party is invited to suggest means to improve response rates to the Timber Committee Questionnaire and the country market reports.*
- *Should UNECE/FAO meetings be simultaneously broadcast via interactive webinars, and in all three official languages when interpretation exists?*



III. Market analyses at other forums

- “The Growing Trade of Wood and Paper Products”. Geneva, March 2010;
- “Global Wood Markets: Consumption, Production and Trade”. Nancy, France, May 2010.
- “Forest Products Market Developments, 2009-2010”. Dubrovnik, Croatia, September 2010.
- “Softwood Markets, 2009-2011”. Zurich, Switzerland, October 2010
- “European Wood Products Markets”. TfYR of Macedonia, December 2010;
- “Sustainable Development in The Forest Sector: Balancing Production and Consumption in a Challenging Economic and Political Environment”. Geneva, February, 2011.
- Available at: <http://timber.unece.org/index.php?id=331>



IV. Team of Specialists on Forest Products Marketing

Report of Team presented by Dr. Branko Glavonjic, Deputy Leader, and Vice-Chair of Timber Committee



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IV. Team of Specialists on Forest Products Marketing

Main activities

- Provide forum for discussing forest products marketing
- Advise secretariat and producing the FPAMR;
- Participate in the TC Market Discussions
- Supporting capacity building
- Building a network of experts in forest products marketing
- Work with universities to develop and implement curricula and courses devoted to forest products marketing



IV. Team of Specialists on Forest Products Marketing

- Collaborate with IUFRO Forest Products Marketing and Business Management Group
 - Expert network
 - Technical sessions, business meetings
 - Projects: a project as a result of a recommendation from their joint meeting in Seoul to collect information on the availability of marketing databases
- Capacity building workshops
 - 2010 Macedonia
 - 2011 Slovenia
- Workshop on impacts of legislation against illegal logging on the timber trade. “Does banning illegal logging rule out wood? Implications for the forest-based sector of recent trade legislation within the UNECE region”



IV. Team of Specialists on Forest Products Marketing

Team seeks the Working Party's support on:

- Loan of a professional to maintain its efforts in marketing capacity building
- Encourage all countries to be represented and active in Team
- All countries contribute country market statements and forecasts to the annual TC Market Discussions and to observe the deadlines for submission.



IV. Team of Specialists on Forest Products Marketing

Request to Working Party:

The Working Party is requested to review the report of the Team and respond to the three issues raised.



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V. Capacity building in forest products marketing

- “Corporate social responsibility in the forest sector in south eastern Europe”, Serbia, April 2010
- “Improving forest products marketing to help drive sustainable rural economic development in southeast Europe”, TfYR of Macedonia, December 2010
- Forest products marketing, Slovenia, 2011
- FAO Technical Cooperation Programme on wood energy in Serbia, 2011



V. Capacity building in forest products marketing

Request to Working Party:

The Working Party is invited to comment on the marketing capacity building activities, and to address the need for re-establishing the loaned expertise.



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VI. Certification

- Markets for certified forest products. Chapter in *Forest Products Annual Market Review*
- Certification website
- Network of Officially Nominated National Correspondents on Certification and Certified Forest Products Markets



VII. Resources

- 1 marketing specialist + 1 statistician
- 2004-2008 loaned professional
- Interns and small consultancies for FPAMR
- Periodic in-kind contributions, e.g. FPAMR
- Needs
 - Joint Wood Energy Enquiry
 - Statistical assistant to help in maintaining the TIMBER and price databases
 - Capacity building in forest products marketing



VII. Resources

Request to Working Party:

Working Party delegations are requested to consider whether they would be able to make in-kind contributions to the activities under Work Area 1.



VIII. Work Area 1 through 2013

- Collecting, validating and disseminating statistics on production, trade, consumption and prices of forest products
- Analysis of markets for forest products, notably topical and policy relevant aspects, including *Forest Products Annual Market Review* and annual TC Market Discussions
- Implementing sustainable forest management through capacity building for forest products marketing
- Monitoring and analysis of markets and policies for certified wood products, including public procurement and green building



VIII. Work Area 1 through 2013

Request to Working Party:

The Working Party is invited to provide guidance on any aspect of Work Area 1, focusing on the issues above.



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Discussion on marketing side of Work Area 1

- *Working Party is requested to stress to national statistical correspondents the importance of submitting country JFSQs by 16 May 2011*
- *The Working Party is invited to suggest means to improve response rates to the Timber Committee Questionnaire and the country market reports.*
- *Should UNECE/FAO meetings be simultaneously broadcast via interactive webinars, and in all three official languages when interpretation exists?*



Discussion on marketing side of Work Area 1

- ***The Working Party is requested to review the report of the Team and respond to the three issues raised***
 - Loan of a professional to maintain its efforts in marketing capacity building
 - Encourage all countries to be represented and active in Team
 - All countries contribute country market statements and forecasts to the annual TC Market Discussions and to observe the deadlines for submission.
- ***The Working Party is invited to comment on the marketing capacity building activities, and to address the need for re-establishing the loaned expertise.***



Discussion on marketing side of Work Area 1

Working Party delegations are requested to consider whether they would be able to make in-kind contributions to the activities under Work Area 1.

The Working Party is invited to provide guidance on any aspect of Work Area 1, focusing on the issues above.



Discussion on marketing side of Work Area 1

- *Working Party delegations are requested to consider whether they would be able to make in-kind contributions to the activities under Work Area 1*
- *The Working Party is invited to provide guidance on any aspect of Work Area 1, focusing on the issues above.*



Discussion on marketing side of Work Area 1

- ***Submit Joint Forest Sector Questionnaire by 16 May 2011.***
- ***How to improve response rates to country market reports and forecasts?***
- ***UNECE/FAO meetings be broadcast via webinars?***
- ***3 issues from Team***
 - ***Loaned professional for capacity building?***
 - ***Representative of your country on team?***
 - ***All countries provide market statements and forecasts?***
- ***Marketing capacity building activities?***
- ***In-kind contributions to activities?***
- ***Any aspect of Work Area 1?***

