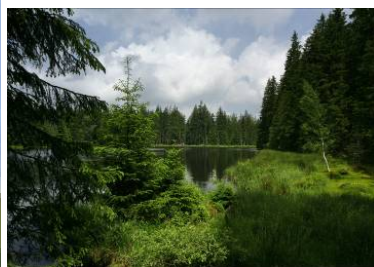




Report of UNECE/FAO Team of Specialists on Forest Products Marketing



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



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Leaders

- Leader: Dr. Richard Vlosky, USA
- Deputy Leaders
 - Dr. Branko Glavonjic, Serbia
 - Prof. Eduard Akim, Russia
- Subgroup Leaders
 - Emerging Markets for Forest Products, Mr. Jeremy Wall, European Commission
 - Responsible Trade, Mr. Eoin O'Driscoll, Ireland



Team members

- Mandate: "Maintain and expand the international network and forums for discussion, information exchange and collaboration on forest products markets and marketing."
- UNECE/FAO Team + IUFRO Forest Products Marketing and Business Management Group =
Marketing Expert List: ~250



Team's mandated objectives

To contribute to the sustainable development of forest products markets in the UNECE region:

1. Provide a forum for discussion of forest products marketing in the UNECE region. In particular, contribute to the UNECE Timber Committee annual market discussions and thereby advise UNECE/FAO on forest products market developments.
2. Advise the UNECE/FAO secretariat on implementation of Work Area 1, focusing on its products and publications, and undertaking studies as appropriate.
3. Provide assistance in marketing in the UNECE region, especially to central and eastern European countries, (and CIS countries where possible), through information collection, analysis and dissemination, and capacity building.
4. Maintain and expand the international network and forums for discussion, information exchange and collaboration on forest products markets and marketing.



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Team's mandated outputs

1. Contribution to Timber Committee Market Discussions, studies and workshops on current and relevant topics, including, but not limited to, the market effects of green building policies, corporate social responsibility in forest products marketing and trade, public procurement policies, wood energy, etc.
2. Advise on market-related publications and products, including the provision of expertise in the production and technical reviews of the *Forest Products Annual Market Review*.
3. Participation in the secretariat's short- and long-term outlook studies on all forest products market sectors, including those in 1 above.
4. Include the IUFRO Forest Products Marketing and Business Development Group as a partner in the maintenance and expansion of the "Current Issues Website" to collect and share with a wider community forest products marketing information, and the Forest Products Marketing Distance Learning Website.



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Team's mandated outputs

5. Maintenance and expansion of the "Forest Products Marketing & Business Management Reference List." Build the international network of marketing specialists by collaboration in joint meetings, shared databases, websites and analyses with other groups, such as the IUFRO Research Group 5.10.00 on Forest Products Marketing and Business Development.
6. Conduct marketing workshops in southeast Europe and CIS according to need and funding availability.
7. Work with universities to develop and implement curricula and courses devoted to forest products marketing at undergraduate and graduate levels. Curricula content could include topics listed in activity 1 and other topics specifically relevant to the individual universities.



Team's mandated outputs

**UNECE**

Current Issues Forum

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Welcome to the
Current Issues Forum
from the
**UNECE / FAO TEAM OF SPECIALISTS
ON FOREST PRODUCTS MARKETING**
&
IUFRO RESEARCH GROUP 5.10.00
FOREST PRODUCTS MARKETING & BUSINESS DEVELOPMENT

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This is a joint web site of the UNECE/FAO Team of Specialists on Forest Products Marketing (ToSFPM) and the International Union of Forest Research Organizations (IUFRO) Research Group 5.10.00. The ToSFPM 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 web site. 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), the FAO European Forestry Commission or the International Union of Forest Research Organizations.

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2010 Meetings

UN-ECE Corporate Social Responsibility (CSR) in the forest sector in south east Europe, 13-14 April 2010, Belgrade, Serbia



2010 Meetings

- Pre-IUFRO World Congress Conference, Japan, 17-20 August



2010 Meetings

- Business meeting with IUFRO Group, Republic of Korea, August



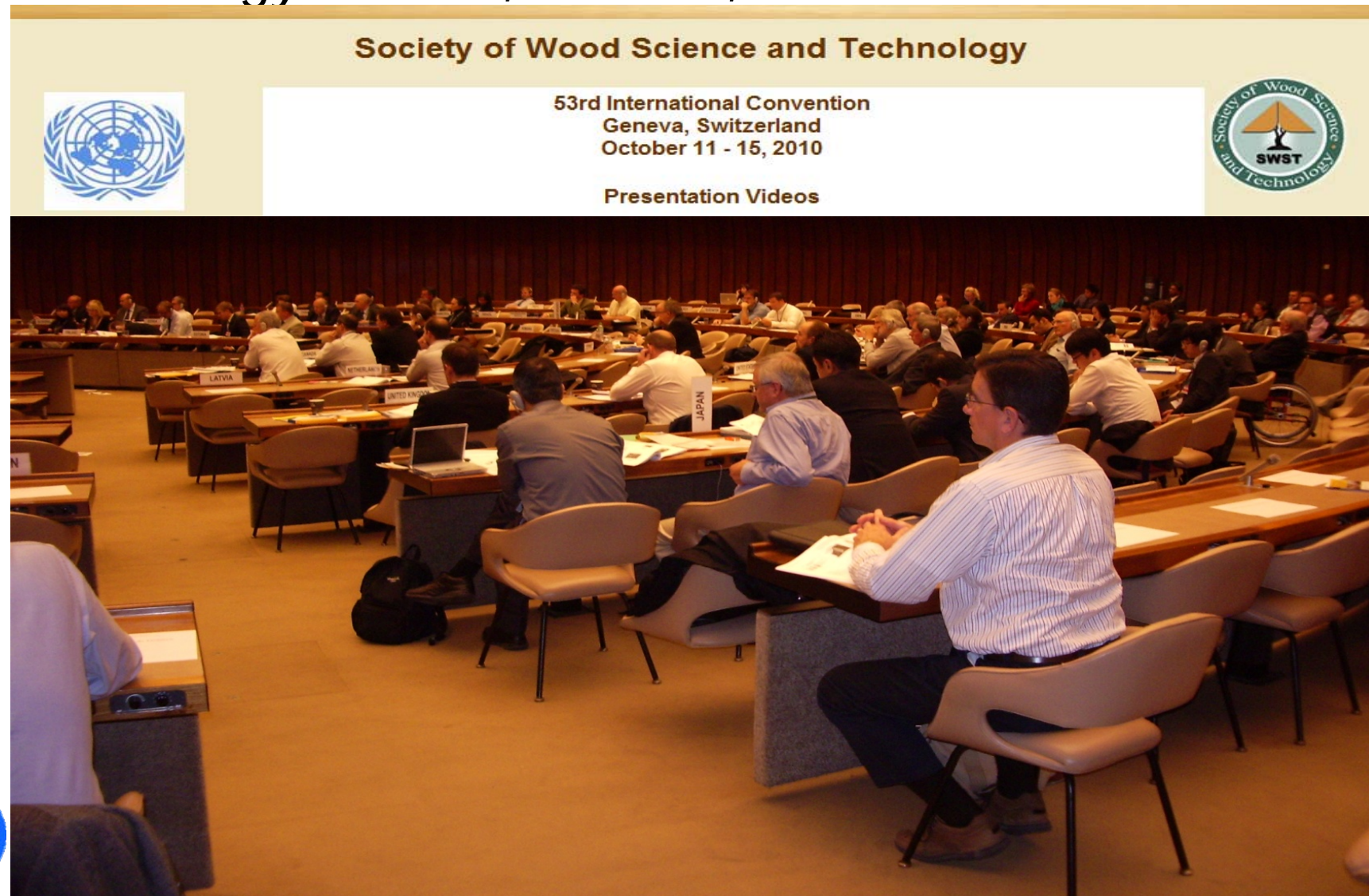
2010 Meetings

- Technical sessions at IUFRO World Congress, Republic of Korea, August



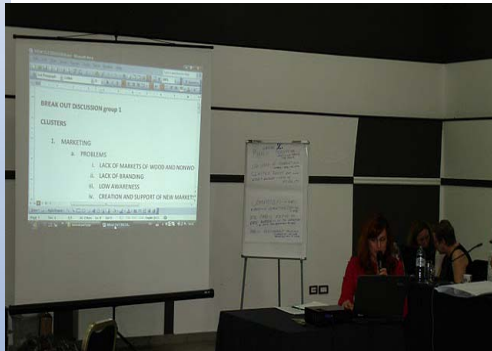
2010 Meetings

- At Timber Committee & Society of Wood Science and Technology session, Geneva, October



2010 Meetings

Improving Forest Products Marketing to help drive Sustainable Rural Economic Development in South-East Europe, Mavrovo, TFYR Macedonia, December 2010.



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2011 Meeting

2011 Global Wooden Door Forum, Beijing, China, 8-11 March 2011.



Future Meetings

- Portland, Oregon, USA, 6.11, with IUFRO Group, at Forest Products Society Conference
- Antalya, Turkey, 10.11, at Timber Committee Market Discussions
- Lisbon, Portugal, 2013, with IUFRO Division 5 (Forest Products) Conference
- Salt Lake City, Utah, USA, 2014, with IUFRO World Congress



Outputs, 2010 - 2011

- Mandated outputs previously mentioned, plus
- Policy workshop on implications for the forest-based sector of recent trade legislation, April 2011.
- Conference with the IUFRO Forest Products Marketing & Business Development Research Group, June 2011.
- Forest products marketing workshop, Slovenia, end-2011.
- Repository of forest products marketing databases



Issues for Working Party

- Timber Committee, October 2010, directed the Team “to consider the legality and competitiveness of forest products.”
- Team is organizing a workshop on the impacts of legislation against illegal logging on the timber trade.
- Continuation of the outcomes from the workshop at the 2010 Working Party session on emerging trade issues and the Timber Committee Market Discussions in 2010.



Comments, lessons learned

- 2010 Team meetings held jointly with IUFRO Forest Products Marketing & Business Development Research Group and another with the Society of Wood Science and Technology
- Joint meetings strengthened each others network and activities
- We intend to meet jointly with other groups whenever possible.



Policy priorities

- Impact of legislation against illegal logging on the timber trade
- Green building standards constraining wood products
Improving



Recommendations for TC and EFC

Conclusions from December, 2010 marketing workshop in TFYR of Macedonia

1. Although countries have a tradition in using wood for energy, it is often inefficient use of solid firewood. In the former Yugoslav Republic of Macedonia 60% of households (up to 90% in some cities) heat with expensive firewood in inefficient burning equipment. This has negative ramifications on the forest resource.
2. The tradition in region of using wood for energy should be built upon through modern, efficient wood burning equipment, for example public large-scale cogeneration heat and power (CHP) and small-scale heating. Wood should be produced for energy and industry needs in balance with effective sustainable forest management, in part to eliminate illegal logging.
3. Comprehensive, up-to-date and accurate market information, e.g. statistics, is needed for competitive and targeted marketing of wood products. The lack of this information hinders the development of the region's forest sector.
4. There was recognition of the role of well-framed public procurement policies that offer support for domestic wood products over alternative non-renewable materials from outside the region.
5. Investment in innovative R&D and education of the workforce are essential to help the wood industry innovate and become more competitive through stronger regional cooperation in southeast Europe.



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Recommendations for TC and EFC

Recommendations from December, 2010 marketing workshop in TFYR of Macedonia, cont.

1. Establish a regional market information system website, using international standards and definitions, in order to have transparent forest products market information for all countries in southeast Europe.
2. Conduct market analyses for the region, to identify new market opportunities, promote innovation in products and processes and contribute to forest sector development.
3. A regional promotional campaign of the wood sector should be initiated for the region by the industry and governments with experienced partners. One part should be to affirm the quality of wood products produced in the region. Another part should promote the wood products coming from sustainably managed forests as environmentally sound, and to build a wood culture.
4. Companies should establish industry associations for specific sectors, for example sawmilling or furniture, to support transfer of information and to represent the sector's interests with government and non-governmental organizations.
5. Public procurement policies should recognize the vital role of wood products as natural, renewable, environmentally sound products produced in the region in order to strengthen rural economic development.
6. Continue the series of international forest products marketing workshops in the region by conducting further, for example in Slovenia in 2011.



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Discussion

Full report available at:
**[http://timber.unece.org/fileadmin/DAM/
meetings/20110321/report-tos-fpm-2011-02.doc](http://timber.unece.org/fileadmin/DAM/meetings/20110321/report-tos-fpm-2011-02.doc)**



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