



34th Session Joint FAO/UNECE Working Party on Forest Statistics, Economics and Management

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GUIDANCE OF WORK AREA 1 Forest Products Marketing

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1.2 Analysis of Forest Products Markets

- 2010-2011 Forest Products Annual Market Review
 - Late start as a result of staff changes and funding issues
 - Staffing
 - 2010 staffing = 4 dedicated UNECE Staff + 2 interns
 - 2011 staffing = 3 dedicated UNECE Staff + 2 interns
 - 2011 funding shortages made up for by financial support from CEI Bois, Finland, Switzerland and other in-kind contributions
 - The 2010-2011 Market Review was produced on-time and with the same high standards despite the late start and less staff
 - Final publication on web: English, late July 2011; Russian January 2012; French [maybe May]
 - Final publication printed: English, September 2011; Russian, March 2012; French [maybe June or July]



1.2 Analysis of Forest Products Markets

- 2011-2012 Forest Products Annual Market Review
 - We will have 13 chapters this year, applying Timber Committee recommendations what we have learned from the FPAMR users survey
 - The Theme will be “Sustainable Forest Products”
 - Tropical chapter will be deleted [replaced by information on influence on the UNECE region, from outside of the region in relevant chapters]
 - Special chapter on innovative wood products
 - We plan to improve the usability and features of the online electronic copy of the publication
- *The Working Party is requested to invite national statistical correspondents to submit their country’s JFSQ by 15 May 2012 and provide feedback on the changes planned for the Review*



1.2 Analysis of Forest Products Markets

- Timber Committee Market Discussions
 - 2011 format was modified from past practices
 - One general "state of the market " presentation rather than chapter specific presentations
 - Specific presentations focused on areas of current interest and dynamics
 - Market Statement process was shortened by using boilerplate base document, focusing more on content less on grammar
 - FPAMR survey results presented and reviewed
 - *The Working Party is invited to comment on changes to the format of the TC market discussions*



1.3 Capacity Building for Forest Products Marketing in Countries in Transition

- In 2011, two capacity workshops were held:
 - Multi-stakeholder green resource mobilization, Bucharest, Romania November 8-9
 - Marketing workshop, Bled Slovenia, November 30 and December 1
- UNECE also participated in the ROK FOR meeting on “Industry clusters as a means of increasing economic efficiency in the wood products industry” Zagreb, Croatia, October 26-27
- Currently there are no capacity building workshops in our horizon for 2012
- *The Working Party is invited to comment on the marketing capacity building activities and how we transmit/exchange experiences with countries in eastern Europe and central Asia*



1.4 Monitoring and analysis of markets for certified forest products

- Accomplished via the chapter in the FPAMR
- No longer a new dynamic in the forest sector
- For 2012, we hope to focus more on:
 - Dynamics with government policies and green building certification
 - Markets and results
 - Exclusivity and customer impressions
 - Mutual acceptance of schemes, and credibility issues with the public as result of allegations levied by some NGOs
- *The Working Party is invited to provide guidance on any aspects of certified forest products that they feel should be included in this area of work*



Work Area 1: Resources

- Forest Products Marketing Specialist position vacated in April 2011, was filled via temporary consultant until December 2011
- Forest Products Marketing Consultant position which had existed for the past eight years has been vacated
- FAO freeze on job placements
- For the short term, existing staff and consultants will insure that key functions continue
- Financial resources have been reduced [\$20k shortfall in funds for FPAMR].
- Reduced funds are exacerbating the lack of human resources
- *The Working Party is invited to comment on the current financial and staffing challenges of the Marketing Work Area*



Forest Products Marketing Team



Thank you for your attention



Working Party on Forest Statistics, Economics and Management

