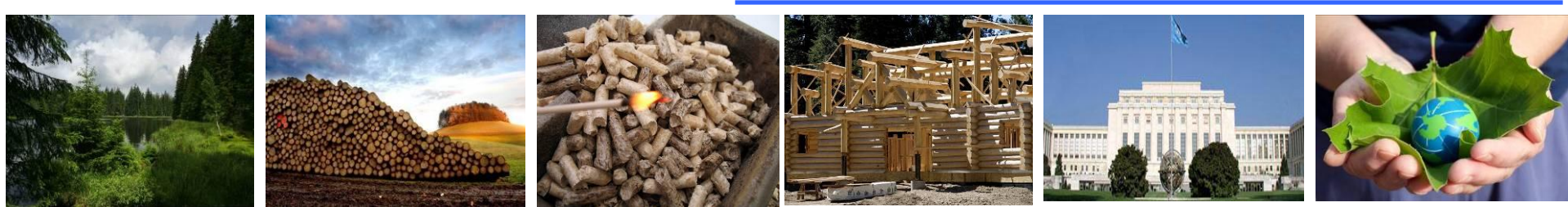




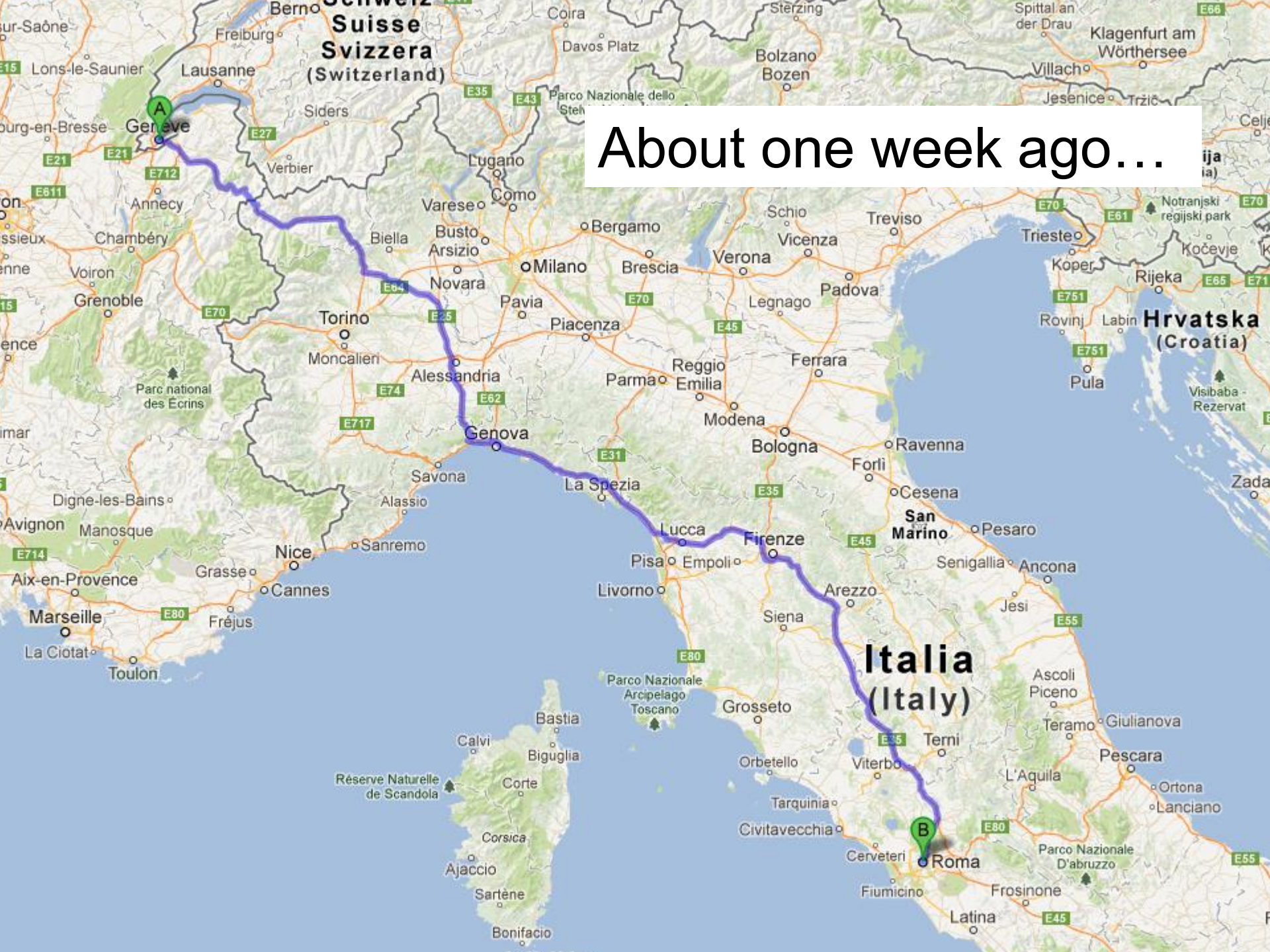
35th Session Joint FAO/UNECE Working Party on Forest Statistics, Economics and Management Geneva – 23-25 April 2013



GUIDANCE OF WORK AREA 1 Forest Products Marketing

Florian Steierer





About one week ago...

Outline

1.2 Analysis of Forest Products Markets

1.3 Capacity building for Forest Products Marketing in countries in transition

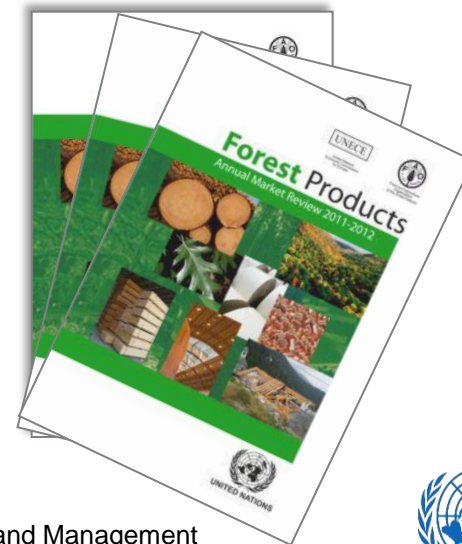
1.4 Monitoring and analysis of markets for certified forest products



1.2 Analysis of Forest Products Markets

2011-2012 Forest Products Annual Market Review

- Staffing
 - 2010 staffing = 4 dedicated Staff + 2 interns
 - 2011 staffing = 3 dedicated Staff + 2 interns
 - 2012 staffing = 2 dedicated Staff + 2 interns
- 2012 funding shortages made up for by financial support from Switzerland and other in-kind contributions
- The 2011-2012 Market Review was on-time with the same high standards
- Final publication on web in English 3 August 2012
- Final publication printed: English, September 2011; Russian and French?
- Electronic publication with hyperlinks



1.2 Analysis of Forest Products Markets

2012-2013 Forest Products Annual Market Review

- We will have 11 chapters this year per recommendations from the ToS
 - The Certified and Carbon chapters will be incorporated into the Policy chapter in a synopsis form
 - The former Economics and Housing chapter will cover only housing, with economics covered in the Overview and individual product chapters
 - The Innovative Wood-based Products chapter will be continued again in 2013
 - There will be information in the relevant product chapters regarding influence from outside the ECE region, which is impacting ECE region markets
 - We are aiming at making a more concise and readable *Review*
 - *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

Committee on Forests and Forest Industry Market Discussions

- 2012 format included:
 - 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 continued with draft and review by the full COFFI
 - *The Working Party is invited to give advice on the process of reviewing and revising the draft market statement. Additionally, the Secretariat invites the Working party to comment on the structure and content of the Market Statement*



1.3 Capacity Building for Forest Products Marketing in Countries in Transition

- In 2012, no direct capacity building work was done due to limited human and financial resources
- In 2013, we have a better situation with staffing
- We are hoping to find the funding
- *The Working Party is invited to comment on the marketing capacity building activities, in particular regarding needs and possible partners for organizing and funding this work*



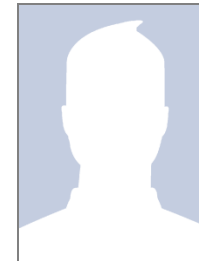
1.4 Monitoring and analysis of markets for certified forest products

- Certified forest products markets have reached a “mature” status in the ECE region
- Certified forest products will be covered in the Policy chapter of the FPAMR
- If developments dictate, we will increase focus on this topic
- *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

- The Forest Products Marketing Specialist position is now filled
- Another staff member will hopefully be added to the Marketing work area later in the year
- Sweden and Switzerland have generously provided some extra budgetary funding for 2013
- Overall, staffing levels have improved and funding is also in a better condition (for the 2013 FPAMR)



Thank you for your attention



35th session, FAO/UNECE Working Party on Forest Statistics, Economics and Management



Guidance

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.
- is invited to give advice on the process of reviewing and revising the draft market statement. Additionally, the Secretariat invites the Working party to comment on the structure and content of the Market Statement.
- is requested to review and comment on the activities of the ToS on Sustainable Forest Products.
- is invited to comment on the marketing capacity building activities, in particular regarding needs and possible partners for organizing and funding this work.
- is invited to provide guidance on any aspects of certified forest products that they feel should be included in this area of work.