

# The ITTO Annual Market Discussion

Organised and presented by the Trade Advisory Group

## 18 November 2015

Perceptions of tropical timber have improved immensely and the time is now right for tropical timber traders to raise the profile of their product in the market place and challenge the market share taken in recent years by competitors and alternatives. The tropical timber sector has demonstrated that it can verify the legality and environmental credentials of its products; now it needs to get that message out to the professionals, the architects, engineers and designers who specify and use wood.

This year the ITTO Annual Market Discussion will be presented in two parts, first analyses and prospects from leading industrialists and specialists on: **“Raising the profile of tropical timber in the market place”** followed by a special presentation from the Trade Advisory Group on: **“Strengthening the participation of the private sector in advancing ITTO’s objectives”**

### Raising the profile

Growing green consumerism in China – an opportunity to raise the profile of legal and sustainable tropical timber

Raising the profile - A ‘one-stop’ website for the tropical timber trade

Trends affecting acceptance and demand for tropical timber in North America

Raising the profile of tropical timber in the Malaysian domestic market

A new chapter opens for the Myanmar timber industry

### Special Presentation

**Strengthening the participation of the private sector in advancing ITTO’s objectives**