

ITTO Annual Market Discussion

Organised by the Trade Advisory Group (TAG)

“Domestic and Emerging International Markets – A Changing Market Landscape”

5 November 2014

- Introduction:** TAG Coordinator, Barney Chan, Malaysia
- 14.30 – 14.50** Evolution of the Brazilian timber sector – high value exports and imports
Isac Zugman, Vice President ABIMCI and Chairman of Lavrasul SA.
- 14.50 – 15.10** Thailand, opportunities for timber exporters
Jirawat Tangkijngamwong, Chairman The Thai Timber Association; Director of Deesawat Industries Co. Ltd/ Deesawat Design Co., Ltd.
- 15.10 – 15.30** South Africa – the emerging market opportunity, what we have and what we need
Roy Southey, Chairman The Wood Foundation South Africa; Executive Director Sawmilling Southeys South Africa
- 15.30 – 15.50** Global Timber Forum Update and How can we go about creating new markets for old products – a carrot vs stick approach
Cindy Squires , Esq. Executive Director, International Wood Products Association
- 15.50 – 16.10** EU experience with working with the private sector - lessons for ITTO and the Trade Advisory Group
Enzo Barattini, Retired from Commission of EU
- 16.10 – 16.25** 25 years of observing ITTO
Gordon Gresham, Marketing Advisor
- Questions and discussion and delivery of the Trade Advisory Group Statement**