



# The ITTO Annual Market Discussion

2pm, 6 November 2018, ITTC-54 Plenary Hall

## Theme – Private sector tropical timber promotion initiatives – an opportunity for collaboration

Organised and presented by the Trade Advisory Group (TAG)

Moderated by Andre de Boer  
(Secretary General, ETTF and TAG co-chair)

*The challenges just keep mounting up.* Despite advances in sustainable tropical forest management, certification and legality verification, changes in the species and products exported and market share lost to engineered wood and worse, alternative materials, present growing challenges for tropical timber traders.

Efforts are being directed to market promotion to win over consumers. Speakers from Gabon, Vietnam, France, USA, Brazil, China and the Netherlands will discuss how they perceive and approach tropical timber market promotion. They will discuss ideas for innovative promotional activities and the role ITTO could play in contributing more to efforts on promoting tropical timber.

### ***Fair and Precious, the umbrella brand to support certified tropical timber***

Benoît Jobbé-Duval, Managing Director, Association Technique Internationale des Bois (ATIBT), France

### ***Promoting partnership between private sector and small households for sustainable production and marketing of planted wood in Vietnam***

Ngo Sy Hoai, Vice Secretary General, Vietnam Timber and Forest Products Association (VIFORES) and Secretary General, Vietnam Forester Club (VFC)

### ***Strengthening Sustainable Tropical Timber in Civil Works – a Dutch private sector promotion initiative***

Eric D. de Munck, MSc., Netherlands Timber Trade Association (NTTA)/Timber Information Centre, the Netherlands

### ***The newly launched Global Green Supply Chain (GGSC) – a Chinese private sector initiative for sustainable timber purchasing***

Qian Meng, Research Associate, Forestry Policy and Information Institute, Chinese Academy of Forestry

### ***Tropical forest, Legality, sustainability, certification and ..... soccer fields !***

Françoise van de Ven, Delegué-Général, Union des Forestiers Industriels du Gabon et Aménagistes (UFIGA)

### ***Responsible Production – Forest Guardians***

Glisson Omar Tagliari, Director, Mato Grosso State Timber Production and Exportation Industries Center (CIPEM), Brazil

### ***North America – a Multi-Modal Collaborative Tropical Timber Promotion Strategy***

Cindy Squires, Esq, Executive Director, International Wood Products Association (IWPA), USA

### ***Presentation of the Trade Statement***

Barney Chan, Co-Chair, Trade Advisory Group (TAG)