

THIS IS



IKEA Facts and Figures

- Sales in FY2007 = 19.8 Billion €euro
- Sales Goal of 2010 = 30 Billion €euro

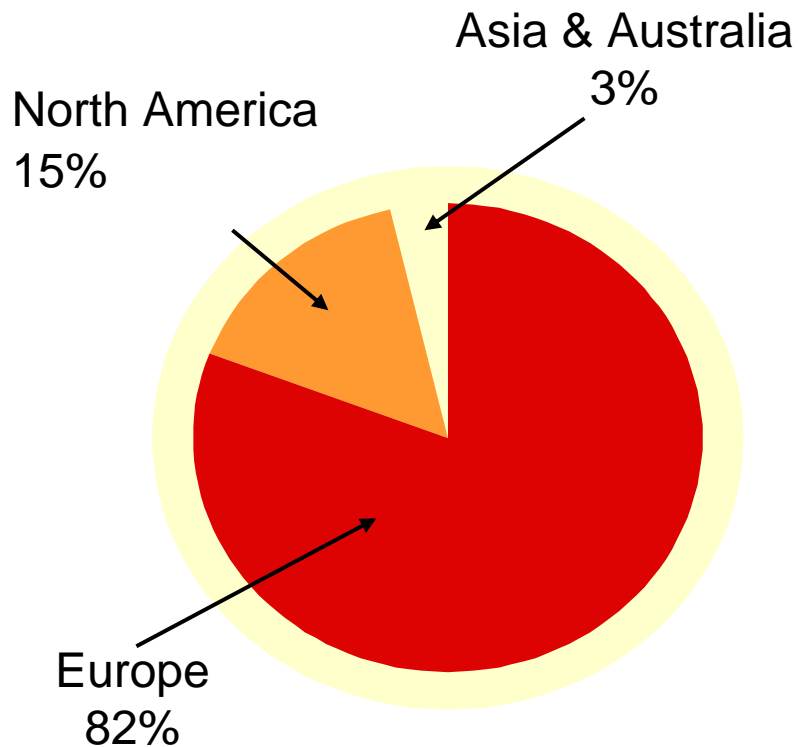
我们的数据

- 2007财政年度销售额= 198 亿欧元
- 2010年的销售目标=300亿欧元



IKEA Facts and Figures 事实和数据

Top 5 Sales Countries 2007 2007年销售业绩居前5位的国家



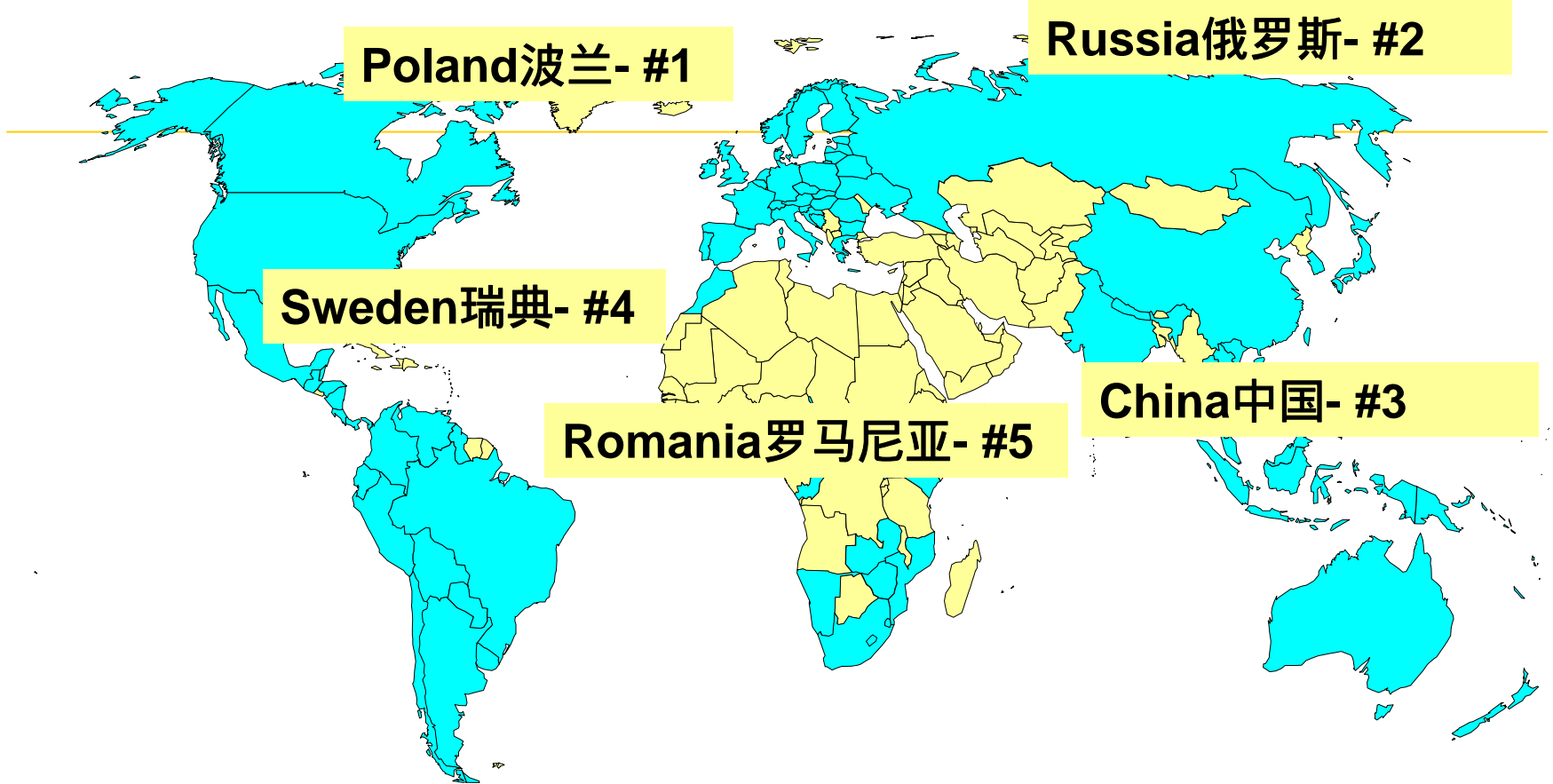
Germany德国	16%
USA美国	10%
UK英国	9%
France法国	9%
Sweden瑞典	7%

IKEA Articles 我们的产品



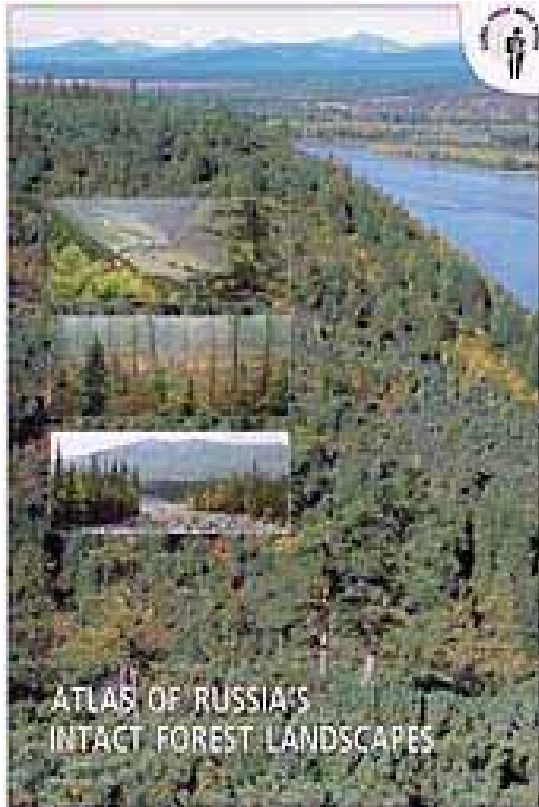
- Around half of IKEA products have a wooden component
- Global sourcing, local resources
- Long term business relations with suppliers
- 我们的产品有半数以上含有木质部件
- 我们的采购以“成品全球采购，原材料就地取材”为原则
- 我们致力于与供应商建立长期稳定的战略合作伙伴关系

Important Wood Sourcing Countries 重要的木材来源地



IKEA Requirements on wood: Wooden Merchandise Staircase

我们对木材来源的要求：木材采购的阶梯模式



Level 4

Well-managed forests

Forest management and Chain of Custody in compliance with official standard recognised by IKEA

Level 3

IKEA standard - 4Wood

Wood procurement routines approved according to IKEA's 4Wood standard

Level 2

Acceptable wood sources

100% goal

Level 1

Start up requirements

30% Goal

Forest certification: why FSC? 森林认证体系：为什么我们选择FSC?



- FSC recognises good use of forest resources
- FSC treats economic, social and ecological issues equally
- Secures long-term IKEA business and the environment
- External (third party) verification – credible to IKEA customers
- International recognition- in global IKEA trade
- Customer recognition in key IKEA markets
- FSC森林认证体系认可对森林资源正确使用行为
- FSC森林认证体系兼顾了经济、社会、环境三个因素
- 有助于我们确保商业和环境的长期收益
- 外部审核体系（第三方审核）-更高的公众可信度
- FSC在国际贸易中具有更广泛的认可度
- 在我们的主要零售市场，我们的顾客认可FSC

Some challenges 我们面临的挑战

Wood source 来源国	FSC certified forest (ha) FSC 认证森林的面积 (公顷)	Volume of wood FSC certified in IKEA production 使用在宜家产品上的认证 材料的数量(m3)
Poland波兰	5,923,938	208,000
Russia俄罗斯	17,703,254	0
Sweden 瑞典	11,325,681	59,000
China中国	550,000	47,000

Some successes

一些成绩

Number of IKEA suppliers with FSC CoC doubled globally in FY07

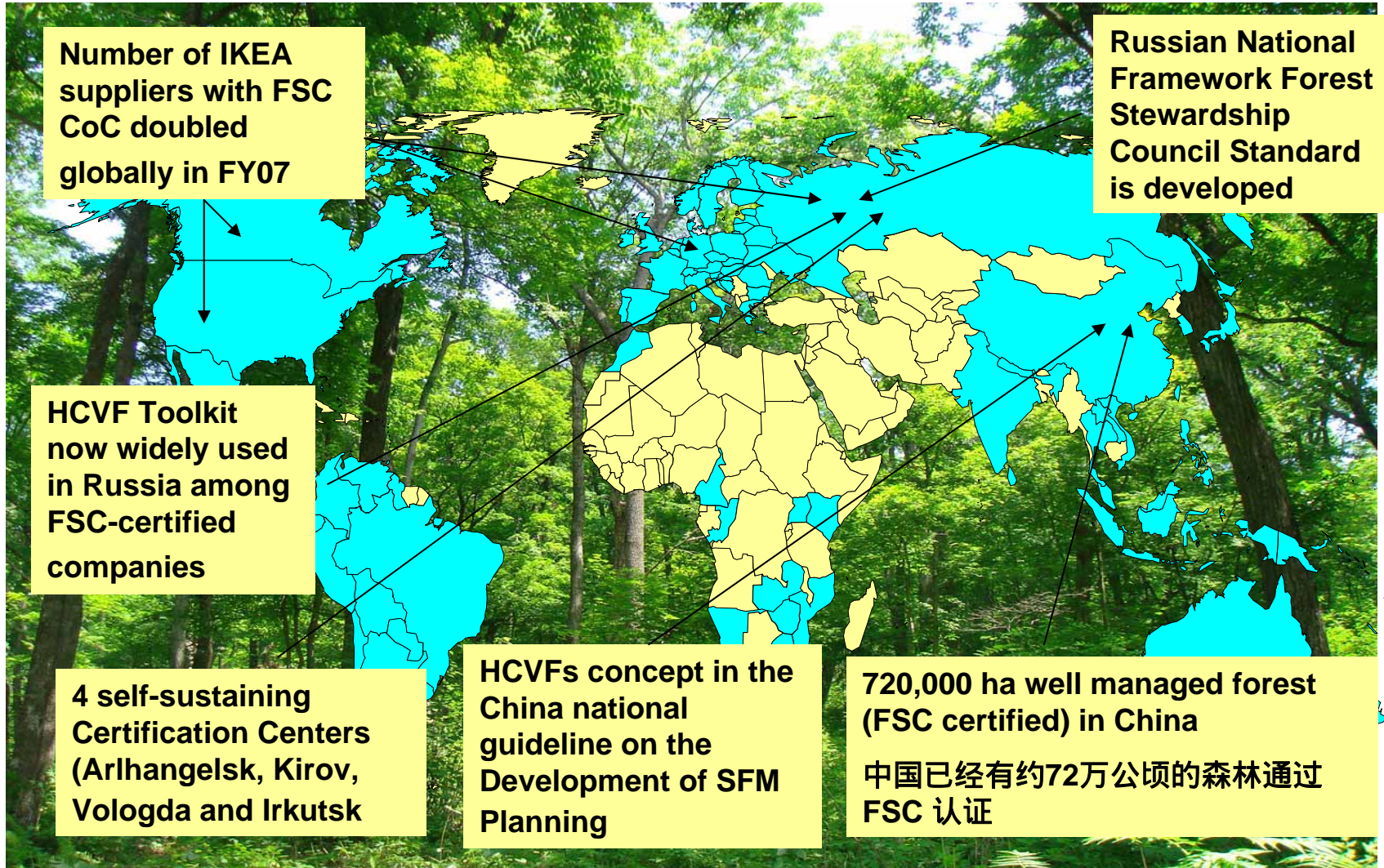
Russian National Framework Forest Stewardship Council Standard is developed

HCVF Toolkit now widely used in Russia among FSC-certified companies

4 self-sustaining Certification Centers (Arhangelsk, Kirov, Vologda and Irkutsk)

HCVFs concept in the China national guideline on the Development of SFM Planning

720,000 ha well managed forest (FSC certified) in China
中国已经有约72万公顷的森林通过FSC认证



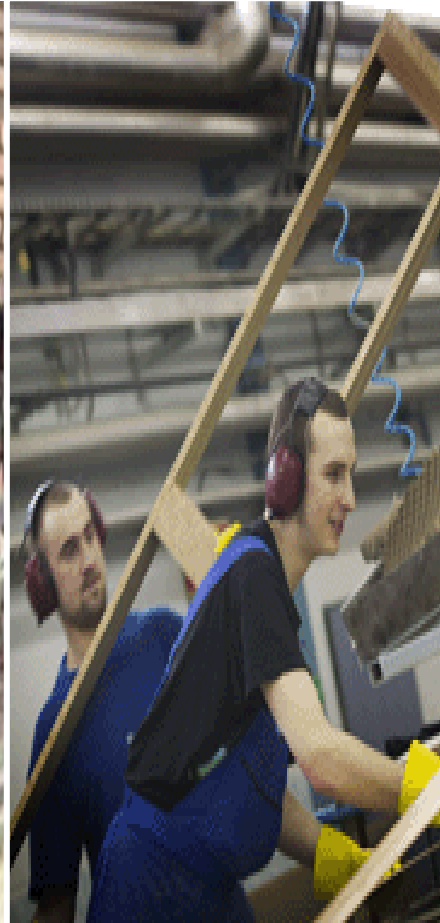
Today's Focus in Forestry.. 我们现在在林业方面正致力于..



- In over 30 wood sourcing countries
- 30多个木材来源国



- With over 350 'wood' suppliers
- 350多个木产品供应商



- Inside IKEA organisation
- 宜家的内部



- With 522 million visitors & customers
- 5亿2千2百万的顾客和拜访者

In the next 3 years in China..在中国，在未来的3年里



In the next 3 years in China..在中国，在未来的3年里

Together with IKEA suppliers, SFA, CAF, WWF & Rainforest Alliance:

- Support to recognize good forest management in China's forests
- Chain of custody certification for selected IKEA suppliers
- Training and capacity building for forest certification and chain of custody
- Support to FSC working group in China
- Support for a certification institute to solve key certification challenges

我们将协同我们的供应商，我们的项目合作伙伴，如国家林业局SFA, 中国林科院CAF, 世界自然基金会WWF、雨林联盟 Rainforest Alliance，共同致力于：

- 进一步推动中国森林认证的进程
- 推动更多的宜家的供应商进行产销监管链认证
- 进一步支持森林认证和产销监管链认证在中国的能力建设
- 对FSC中国国家标准的制定提供支持
- 支持在中国设立森林认证的学科，以求解决诸多中国森林认证的技术问题

**We have just
started ..**

一切还刚刚起步..



Many things remain

to be done!

未来任重道远！

Thank you!