

Conference Agenda

Time	Program	Speaker
Wednesday, 2 April 2008		
09:00-09:30	Session 1: Opening Ceremony	
	Chair: Mr. Hu Yuanhui, Division Director, International Forestry Cooperation Center, SFA	
09:00-09:10	Opening Address	Mr. Su Ming, Director-General, International Forestry Cooperation Center, SFA
09:10-09:15	Opening Address	Mr. Richard Z. Donovan, Chief of Forestry, Rainforest Alliance
09:15-09:20	Opening Address	Mr. Dermot O'Gorman, Country Representative, WWF-China
09:20-09:25	Opening Address	Mr. Li Dianmo, Director, TNC Beijing office
09:25-09:30	Opening Address	Mr. Jin Min, Deputy President, CAF
09:30-10:45	Session 2: Trends Affecting Forests and Sustainable Forest Products Supply	
	Chair: Mr. Dermot O'Gorman, Country Representative, WWF-China	
09:30-09:45	Global forest trends and the Potential for Certification	Mr. Richard Z. Donovan, Chief of Forestry, RA
09:45-10:00	Markets for Certified Forest Products	Mr. David Cassells, Director of Asia Pacific Forest Program, TNC
10:00-10:15	FSC and the Global Marketplace	Ms. Liza Murphy, Managing Director FSC Global Development
10:15-10:30	Discussion with Q&A	
10:30-11:00	Group photo, coffee break & free communication	
11:00-12:40	Session 3: China's Role in the Forest and Forest Products Marketplace	
	Chair: Mr. David Cassells, Director of Asia Pacific Forest Program , TNC	
11:00-11:15	Sustainable Forest Management in China	Mr. Su Chunyu, Director-General, Forest Resource Department, SFA

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11:15-11:30	The Outlook of Sustainable Forestry in the World Based on the Development of Wood Markets and Forestry in China	Mr. Zhu Guangqian, Chair, China Timber Circulation Association
11:30-11:45	Trade Flows and Distribution of Tropical Forest Products	Mr. Li Zhiyong, Director, Research Institute of Forestry Policy and Information, CAF
11:45-12:00	Forest Certification in China	Mr. Li Mingqi, Deputy Director-General, Science and Technique Development Center, SFA
12:00-12:15	Certified Wood Use Within the Chinese Forest Products Industry	Mr. Jeffrey Cao, PhD Candidate and Research Associate, Center for International Trade in Forest Products
12:15-12:40	Discussion with Q&A	
12:40-14:00	Lunch	
14:00-15:40	Session 4: Drivers for Certified Forest Products	
	Chair: Mr. Richard Donovan, Chief of Forestry Rainforest Alliance	
14:00-14:15	GFTN/CFTN Introduction	Mr. Andy Cornish, Conservation Director of WWF Hong Kong
14:15-14:30	An investment /investor perspectives on Forests and forest products related to China	Mr. Lewis Williams, Senior Manager, Credit and Risk, Asia Pacific, HSBC
14:30-14:45	Sustainable Forest Management: A Development Priority	Mr. Richard Caines, Manager of Environment and Social Development, East Asia & Pacific, International Finance Corporation, World Bank
14:45-15:00	Yongbin-Nature: To Promote Forest Sustainable Business is to Promote Forest Industry Sustainable Development	Mr. Robin She, President, Yongbin-Nature Wood Industry Co. Ltd.
15:00-15:15	TEMBEC and FSC Certification	Mr. Yvon Pelletier, Executive VP and President Pulp Group, TEMBEC
15:15-15:40	Discussion with Q&A	
15:40-16:00	Coffee Break and Free Communication	
16:00-17:40	Session 4: Drivers for Certified Forest Products (continued)	

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	Chair: Mr. Li Zhiyong, Director, RIFPI of CAF	
16:00-16:15	USA's Lacey Act and It's Potential Influence to China	Mr. Su Ming, Deputy Director-General, IFCC of SFA
16:15-16:30	Forest Law Enforcement and Governance reforms: A Basis for Action and Leadership by China	Ms. Dong Ke, Forest Programme Officer, IUCN
16:30-16:45	Fully Combining Both Policy and Market Instruments to Promote Forest Certification	Mr. Lu Wenming, Division Director & Professor, International Cooperation Division, CAF
16:45-17:00	The Credible Forests Certification --Trend, opportunities and challenges of Global Timber Markets	Mr. Liu Bing, Senior Forest Campaigner Corp-Govt Negotiations, Greenpeace
17:00-17:40	Discussion with Q&A	
17:40-19:00	Free Space Discussion – Reception Trade Expo Open All Day	
19:00	Dinner Reception – (sponsored by Suzano)	
Thursday, 3 April 2008		
09:00-11:15	Session 5: BREAKOUT TRACKS-Sourcing Perspectives & Supply options / Approaches	
09:00-11:15	Track 1: Construction Products/Flooring	
	Chair: Ms. Lin Xiaping, Deputy Secretariat, China Timber Circulation Association	
09:00-09:15	China become a leading producer and supplier on woodworking industry	Mr. Wu Shengfu, General Manager, Green Panel Consulting
09:15-09:30	The Drive Toward Global Greening: Case study of Green Building	Mr. Wang Hong, General Manager, China Operation, Environmental Market Solutions, Inc.
09:30-09:50	Kingfisher	Mr. Jamie Lawrence, Corporate Responsibility, Timber Advisor, and Mr. Daniel Yan, Buying Director – Wall & Flooring Division, B&Q China
09:50-10:05	Helveta – Tracking Supply from the Forest	Mr. Michel Trudelle, APAC Business Development Director, Helveta Ltd.
10:05-10:20	Challenges and Prospects for Forest Certification in	Mr. Wei Runpeng, Director, Research & Development, Sino-Forest Corporation

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	China	
10:20-10:35	Timber coming from Russia and how certification is a factor	Ms. Elena Kopylova, Project Coordinator, WWF Russia
10:35-10:50	Fujiang Yonglin Ltd.	Mr. Wu Jingxian, President, Fujian Yonglin Ltd.
10:50-11:15	Questions and answers/Panel discussion	
09:00-11:15	Track 2: Furniture and Hardwood products	
	Chair: Mr. Lu Wenming, Division Director, International Cooperation Division of CAF	
09:00-09:15	The Sustainable Supply of Timber Raw Material	Mr. Li Hongfan, Director, China Wood International Inc.
09:15-09:30	IKEA	Ms. Sofia Ryder, Forestry Manager, TANC China
09:30-09:45	Wal-Mart	Mr. Tom Flynn, Senior Manager of Strategic Sourcing, Wal-Mart
09:45-10:00	Certification Supply Chain Solutions in the Form of the Tropical Forest Trust (TFT) and the EU Timber Trade Action Plan (TTAP)	Mr. Dejan Lewis, Director, TFT/TTAP South East Asia
10:00-10:15	Gibson – The Challenge of Obtaining Certified Supply	Mr. Scott Lewis, Vice Director of Asian Manufacturing, Gibson Musical Instruments
10:15-10:30	Muling Forest Bureau –Promoting Sustainable Forest Management through Adopting New Concept of Forest Certification	Mr. Shi Fengming, Deputy Director, Muling Forest Bureau
10:30-10:45	Challenges for Sustainable Timber Supply	Mr. Josh Newell, Professor of USC - University of Southern California Consultant to WWF International
10:45-11:15	Questions and answers/Panel discussion	
09:00-11:15	Track 3: Paper, Print & Packaging	
	Chair: Ms. Liza Murphy, Managing Director FSC Global Development	
09:00-09:15	Sourcing of China's Papermaking Fiber Supply	Ms. Kerstin Canby, Director, Forest Trade & Finance Program, Forest Trends
09:15-09:30	Sourcing Perspectives & Approaches for Certified	Mr. Michael Virga, Executive Director,

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	Wood & Paper Products	Forestry, AFPA
09:30-09:45	FSC in China and the Global Paper Market	Mr. Alistair Monument, Technical Director, FSC China
09:45-10:00	Stora Enso Sustainability & Forest Certification	Mr. George Wang, Business Area Sales Director, Pulp and Recycled Fiber, Stora Enso China
10:00-10:15	Suzano	Mr. Jeff Yang, Managing Director, Suzano Pulp Asia.
10:15-10:30	Tetra Pak and the Environment	Mr. Decker Yao, Communications and Environment Manager, Tetra Pak China
10:30-11:15	Questions and answers/Panel discussion	
11:15-11:45	Coffee Break and Free Communication	
11:45-12:10	Session 6: Summary and Report from Breakout Sessions	
	Chair: Mr. Alistair Monument, Technical Director, FSC China	
11:45-11:55	Report Track 1 - Construction & Furniture	Ms. Lin Xiaping, Deputy Secretariat, China Timber Circulation Association
11:55-12:05	Report Track 2 - Paper	Mr. Lu Wenming, Division Director, International Cooperation Division of CAF
12:05-12:15	Report Track 3 - Supply Options	Ms. Liza Murphy, Managing Director FSC Global Development
12:15-12:30	Session 7: Closing Ceremony	
	Chair: Mr. Alistair Monument, Technique Director, FSC China	
12:15-12:25	The Challenges Ahead	Mr. Richard Z. Donovan, Rainforest Alliance
12:25-12:30	Closing Remarks	Mr. Su Ming, Deputy Director-General, IFCC of SFA Forestry Administration
12:30-13:15	Lunch	
13:15-18:00	Optional Field Trips: <ul style="list-style-type: none"> ● Visit to Olympics Green Building site ● Great Wall/Badaling Certified Forest 	