

FOREST PRODUCTS MARKETING & INFORMATION

by
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TIMBER COMMITTEE

Capacity Building in Sharing Forest and Market Information Workshop
Czech Republic, October 2005



EUROPEAN FORESTRY COMMISSION

Topics of presentation

- UNECE/FAO Forest products marketing
- Marketing information
- Discussion



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Objective

- To ensure sustained forest products markets in the UNECE region
 - products meeting customers' demands,
 - while maintaining production capacity and
 - a continued demand for forest products
- to ensure sustainable forest management in economic, social and ecological terms.



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Why is the UNECE/FAO Timber Branch involved in forest products marketing?

- The basis for sustainable forest management is consistently strong demand for wood and non-wood forest products
- UNECE Timber Committee and FAO European Forestry Commission place high priority in forest products marketing activities
- Marketplace is one link to other domains
- Forest and forest industries sector, relies on
 - vibrant forest products markets
 - information supplied by the Timber Branch for marketing wood and non-wood forest products.



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How is the UNECE/FAO Timber Branch working in forest products marketing?

- Network of official and non-official collaborators
- Collects statistical and other information on forest products market developments and policies
- Analyzes, publishes and distributes
- Official information is collected through 2 annual formal questionnaires
- Supplementary information collected via officially nominated country correspondents
- UNECE/FAO Team of Specialists on Forest Products Markets and Marketing
- Other marketing experts, international conferences, trade journals, Internet.



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UNECE/FAO Forest Products Marketing

1. Analyses of market & policy developments
2. Collection of statistics and information
3. Dissemination of information
4. Annual Timber Committee Market Discussions
5. Marketing capacity building
6. Team of Specialists on Forest Products Markets and Marketing



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1. Analysis of market developments and trends

- *Forest Products Annual Market Review*
- *Annual short-term forecast analyses*
- *Certified forest products markets*
- *Geneva Timber and Forest Discussion Papers*
- Special reports for international conferences and workshops



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2. Collection of statistics and information

- 2 annual questionnaires to country correspondents
 - JFSQ for forest products statistics
 - TCQ for forest products market forecasts
- Surveying trade journals
- Surveying WWW sources
- Participating in international conferences
- Team of Specialists on Forest Products Markets & Marketing (75)
- Through Team and IUFRO experts (140)



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3. Dissemination of market information

- Market Information Service on www.unece.org/trade/timber
 - market analyses
 - statistics
 - links to further information
- Special reports for conferences and workshops



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4. Annual Timber Committee Market Discussions

- Expert presentations: markets and policies
- Sector analyses
- Country market statements
- Countries' market forecasts
- Discussions by government, international organizations, trade organizations, industry and NGOs
- Timber Committee's annual market statement



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5. Marketing capacity building

- Marketing capacity projects with partners
- Workshops to share information according to international standards
- Support development of forest owners and trade associations
- Building international marketing networks



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6. Team of Specialists on Forest Products Markets and Marketing

- Mandated to contribute to the sustainable development of forest products markets in the UNECE region
- Provide a forum for discussion on forest products marketing
- Advise on implementation of our Forest Products Marketing
- Assist in marketing capacity building



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Workshops and seminars

- “Development of marketing of forest products in central and eastern European countries”
- “Wood--an environmentally friendly material”
- "Policy issues in timber markets and recycling and energy generation from wood”
- "Certification of SFM in CITs"
- "Recycling, energy and market interactions"



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Current resources in forest products marketing

- 1 forest products marketing specialist
- 1 associate professional officer
- Team of Specialists in Forest Products Marketing
- Consultants for some analyses
- Interns for some projects
- Occasional assistance from other Timber Branch professionals



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Impacts

- Analyses produced for member governments and trade associations via Timber Committee and European Forestry Commission
- They use analyses, statistics and forecasts to make policy decisions
- Central and eastern European countries and Commonwealth of Independent States stated UNECE/FAO market information is main source of annual, international, objective information



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Conclusions

- UNECE/FAO depends on country-supplied market information
- Dissemination of information on WWW and in print
- Capacity building in eastern Europe and CIS dependent on resources
- Opportunities for collaboration without travel or a low cost



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Conclusion—MOST important

- We hope to establish
 - Good working relationships
 - Collaboration
 - Mutually rewarding
 - Long-term



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Discussion on Forest Products Marketing & Information



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