



## Business Forum Day: 26 September 2018 (Wednesday)

### Agenda

08:30-09:30	<b>Registration Starts</b>
09:30 – 10:00	<b>Welcome &amp; Opening</b>
<b>Plenary sessions</b>	
10:00 - 11:00	<p><b>Building lasting Retailer and Supplier Relationships: Leveraging your FSC Commitment</b></p> <p>This session focuses on the how retailers and suppliers create shared value and partnership using FSC as a bridge for trust and how FSC acts as the foundation for their commercial relationship.</p> <p><b>Speakers:</b>  Tereza Vrabcová, Sustainability Analyst, <b>HAVI</b>;  Rajasekhar P Warriar, Sourcing Business Developer, <b>IKEA Services India Private Limited</b>;  Joe Liao, Supply Chain Manager, Prospect Hospitality Co., Ltd, DL of <b>McDonald's</b></p> <p>Facilitator: Adam Beaumont, Regional Director, FSC Asia Pacific</p>
11:00 – 11:30	Coffee Break and Mingling
11:30 – 13:00	<p>This session explores how brands use FSC in day-to-day business. In this session, well-known brands speak about the importance of FSC to their businesses including their brands, reputation, sourcing commitments and consumers.</p> <p><b>Speakers:</b>  Sanjeev Sharma, Head, Product Management South Asia Pacific &amp; Sub-Saharan Africa Label and Packaging Material, <b>Avery Dennison</b>;  P.N. Sridharr, DGM Marketing, <b>ITC Ltd, Paperboards &amp; Specialty Papers Division</b>;  Sesh Seshadri, Director, <b>Lonely Planet India</b>;  Marthe Tollenaar, Environmental and Social Manager, <b>New Forests</b>  Pravin Kumar Mallick, Environment Director – South Asia Markets, <b>Tetra Pak India Pvt. Ltd.</b></p> <p>Facilitator:  Corey Brinkema, President, FSC US</p>
13:00 – 14:30	Lunch and Networking
<b>Parallel sessions</b>	
14:30 – 15:30	<p><b>Parallel Session I: Driving New and Emerging FSC Markets</b></p> <p>This session looks at emerging and newly established FSC</p>

	<p>markets, and what current and potential demands, challenges and possibilities are on the horizon. The new markets include:</p> <ul style="list-style-type: none"> <li>· Bamboo</li> <li>· Latex / Natural Rubber</li> <li>· Rattan</li> <li>· Textile</li> <li>· Ecosystem services</li> </ul> <p><b>Speakers:</b>  John Heath, Deputy Global Head, Sustainability &amp; Product Development, <b>Corrie MacColl</b>;  Muthusamy Gunasekaran, Manager, Technical Customer Services South Asia, <b>Lenzing AG</b>;  Nisha Joshi, End Use Manager, <b>UPM Raflatac</b></p> <p>Facilitator:  Pina Gervassi, Regional Director, FSC Latin America</p>
14:30 – 15:30	<p><b>Parallel Session II: Driving Market Connections — Insights and Market Intelligence from FSC Certification Bodies</b></p> <p>This session provides an alternative perspective on market demand for FSC based on the experience of Certification Bodies (CB). Globally there are 39 independent CBs. They play a critical role in certifying new processors and product categories, and that gives them unique insights into emerging demand and interest in FSC. In this session, key CBs operating in Asia talk to where they see growing demand and interest in FSC, and where supply chain gaps and opportunities exist.</p> <p><b>Speakers:</b>  Teena Antil, <b>SGS India</b>;  Thesis Budiarto, <b>SCS Global Services</b>;  Ewan Brown, Senior Certification Manager, Soil Association Certification Ltd.</p> <p>Facilitator:  Jeremy Harrison, Chief Marketing Officer, FSC International</p>
15:30 – 16:00	Tea break and Mingling
16:00 – 17:00	<p><b>Creating Value Chains in Tropical Timber</b></p> <p>This session focuses on how FSC certification can change customer perceptions of tropical wood and drive higher-value product use. In this session, suppliers and brands at the panel will talk about their experience in sourcing, using and promoting FSC tropical timbers.</p> <p><b>Speakers:</b>  Musa Salleh, Senior Planning Officer (Policy and Legislation), <b>Sabah Forestry Department (Malaysia)</b>;  Muhammad Jasin, <b>PT Wijaya Sentosa (Indonesia)</b>;</p> <p>Facilitator:  Anand Punja, Regional Director, FSC Europe</p>
17:00 – 17:15	<b>Closing</b>