

**FSC has been dedicated to promoting responsible forest management around the world** and upholding the highest standards in responsible forestry at best. We believe that transforming the market into responsible sourcing is not only an effective way to halt deforestation but also the new norm of doing businesses.

The demand for sourcing forestry products responsibly from the Asia Pacific region has increased exponentially, and many choose to adopt FSC as their trusted scheme because of its credibility and global recognition. Figures speak for itself: the region now has more than 10,000 Chain of Custody (CoC) certificates, which the number has increased by 82% in five years.

### About FSC Asia Pacific Business Forum

FSC understands the global trend about the needs of buyers to source more FSC materials and secure a more stable supply, while FSC-certified suppliers are keen to reach out to buyers procuring FSC certified material or products. **The inaugural FSC Asia Pacific Business Forum aims to provide an exclusive occasion for FSC certified suppliers in Asia Pacific to connect them to local and international buyers**, and use this opportunities to promote their range of FSC labelled products available in Asia Pacific.

The forum will have four key focus areas which represent the core and upcoming forestry product industries in the region:

- **Pulp, paper and packaging**
- **Furniture & Solid Wood**
- **Rubber**
- **FSC as a market tool for procurement**

### Key takeaways

- Connect your business to the FSC suppliers, buyers and retailers related to the region in this exclusive occasion.
- Learn latest business cases and peer experience of using FSC as the market tool on organisation's procurement policy, CSR obligations and Sustainable Development Goals(SDGs).
- Catch on the future forest product demands and changes.
- Experience on-site FSC practice and impact during the field trip near Hanoi, Viet Nam

### Confirmed Organisations



PRECIOUS WOODS



Pearson



A.S. Watson Group (HK),  
Fuji Xerox Asia Pacific  
Pte Ltd (Singapore),  
Quy Nhon Plantation  
Forest Co. of Vietnam Ltd.  
(Vietnam),  
WWF,  
and more...

## AGENDA

<b>Business Forum: 8 November 2017</b>	
<b>08:00-08:30</b>	<b>Registration &amp; coffee</b>
<b>0830-09:00</b>	
	<b>Welcoming Speech</b> Adam Beaumont, FSC Asia Pacific Regional Director <b>Keynote speaker to deliver opening speech</b> Mr Cao Chi Cong, Deputy General Director of the Vietnam Administration of Forestry, Ministry of Agriculture and Rural Development
<b>09:00-10:15</b>	
	<b>FSC as the market tool on organisation's procurement policy, CSR obligations and Sustainable Development Goals</b> Introduction on company policy related to FSC sourcing and the procurement, CSR and SDGs. <b>Speakers:</b> Jeremy Harrison, Market Development Director, FSC International; Jeffrey Fielkow, Cluster Leader Environment for South Asia, East Asia & Oceania, Tetra Pak (Thailand) Limited;
<b>10:15-10:45</b>	<b>Coffee Break and Networking session</b>
<b>10:45-12:30</b>	
	<b>Pulp, Paper &amp; Packaging Sector</b> The current and future market demand for FSC, challenges and opportunities <b>Speakers:</b> Chris Messer, Sustainability Business Partner, APAC, Kimberly-Clark; Sam Allen, Regional Paper Manager, Fuji Xerox Asia Pacific; Vicky Bzovy, Asia Pacific Production Director, Pearson Malaysia Sdn Bhd. Fumito Nagasaka, Director, Quy Nhon Plantation Forest Company of Vietnam Ltd.
<b>12:30-14:00</b>	<b>Lunch</b>
<b>14:00-15:15</b>	
	<b>Rubber Sector</b> The growing demand for FSC latex: what the next 10 years might look like? <b>Speakers:</b> Le Thien Duc, WWF Greater Mekong; Félix Romero Cañizares, Key Account Manager, FSC International TR Manoharan, FSC India
<b>15:15-15:45</b>	<b>Coffee break and Networking session</b>
<b>15:45-17:10</b>	
	<b>Sustainable Timber Use in Construction and Furniture Sector</b> The increasing demand of sourcing FSC certified timber in Asia Pacific, particularly on up-and-coming solid wood timber species and industry trends. <b>Speakers:</b> Daniel Gudsell, Marketing Director, Abodo Wood Ltd.(New Zealand); Priyank Pradeep, General Manager, South East Asia - Wood Products, Olam International; Minh Ton, Sustainability Specialist, IKEA Purchasing & Logistics Area South East Asia, IKEA Service (Vietnam) Limited Co., Ltd.; Georg Mager, Precious Wood(Switzerland); Hai, Tran Thanh, CSR & HR Director, Scancom
<b>17:10-17:30</b>	<b>Closing</b>