FSC APAC CHANGE AGENT SERIES 2026 | SUSTAINABLE NATURAL RUBBER | ONLINE WEBINAR | 08 DECEMBER 2026

Tuesday, 8 December 2026 | 15:30–18:30 HKT (08:30–11:30 CET) | **Zoom Link** *(Please register to join)*

Natural Rubber: From Certification to Global Market Access

The Asia-Pacific region produces around 80% of the world's natural rubber, and demand for verified, traceable supply is rising under EUDR and brand commitments.

Building on the **FSC APAC Change Agent Series and Rubber Roundtables** in Krabi (2024) and Ho Chi Minh City (2025), this webinar brings together FSC, WWF, first-mover brands, application-sector buyers and traders to explore how certification builds trust, unlocks market access and connects certified supply in Asia with global demand.

Participants will:

- Hear how FSC certification and other commitments work together across the rubber value chain
- Learn why first movers chose FSC, and why global NGO sector partners see credible certification as central to deforestation-free rubber
- Hear what automotive, soft latex and footwear buyers need from certified rubber
- Join a supply or demand breakout group to shape the business case for FSC-certified rubber
- Explore global and Asian trade flows and the growing commercial demand for FSC

HKT (UTC+8)	CET (UTC+1)	Session	Speaker
15:30–15:40	08:30–08:40	**Introduction and context setting** Webinar objectives; the Change Agent Series journey from Krabi (2024) to Ho Chi Minh City (2025) and the road to the 2027 commodity focussed dialogues on sustainable natural rubber	**Neha Simlai** Head of Market Development, FSC Asia Pacific (Host)
Part 1 | Setting the scene: certification as market infrastructure **Value proposition:** FSC is market infrastructure for natural rubber: one credible system that connects smallholders, regulators and buyers			
15:40–15:50	08:40–08:50	**FSC and sustainable natural rubber: where we are and where we are going** Updates on EUDR-ready tools, ecosystem services and the case for scaling certified supply	**Sean Nyquist** Program Manager - Value Chain Development FSC International
15:50–16:00	08:50–09:00	**The interconnectedness of certification** How GPSNR commitments, FSC certification and company policies reinforce each other to build a credible, trusted rubber value chain	**Stefano Savi** CEO GPSNR
Part 2 | Leadership in practice: first movers and the conservation case **Value proposition:** Certification is a commercial decision, not only a compliance one: first movers secure market access, supply resilience and reputational advantage, and credible standards give the market confidence that forests are protected.			
16:00–16:10	09:00–09:10	**Linking demand and supply: trade flows from Asia** Connecting certified producers in Asia with international buyers	**Keelong Foo** Director, TatWin
16:10–16:20	09:10–09:20	**A global conservation view: why credible certification matters for natural rubber** WWF's perspective on deforestation-free rubber, the role of credible certification and what producers and brands should prioritise	**Jun Yi Lian (Allen)** Sustainable Natural Rubber WWF Global
Part 3 | Market demand from the application side **Value proposition:** Demand is set by what rubber becomes. When automotive, soft latex and footwear buyers ask for FSC, certified supply becomes a market requirement rather than an option.			
16:20–16:30	09:20–09:30	**Pirelli: the first tyre company with FSC certification** Motivations for certification and commitments to growing sustainable natural rubber supply	**Winnie Yap** Global Supply Chain Manager Pirelli
16:30–16:40	09:30–09:40	**Soft latex: gloves, foam and bedding** Customer and retailer expectations for certified latex products, and the business case for FSC in medical, consumer and home categories	**Speaker TBC** RFSU *(invited)*
16:40–16:50	09:40–09:50	**Footwear: from brand commitments to sourcing at scale** How footwear brands are turning responsible rubber targets into purchasing decisions, claims and long-term supplier relationships	**Speaker TBC** Footwear sector *(invited)*
Breakout | Building the business case for FSC rubber **Value proposition:** Supply and demand each hold half of the business case. Hearing both sides, in their own words, is how we build one that works across the value chain.			
16:50–17:20	09:50–10:20	**Group A: Supply (production and trade)** Producers, processors, smallholder groups, traders and exporters **Value proposition:** FSC certification turns verified, responsible supply into preferred access to global buyers and longer-term commercial relationships.	Facilitated by **Charmaine Chee** Country Director, FSC Malaysia *Also joined by FSC China, FSC Thailand, FSC Vietnam, FSC Indonesia, FSC India and other production-side stakeholders* **Breakout rooms will be allocated depending on final number of participants**

HKT (UTC+8)	CET (UTC+1)	Session	Speaker
16:50–17:20	09:50–10:20	**Group B: Demand (retail and brands)** Automotive and tyre makers, footwear and apparel brands, soft latex (gloves, foam, bedding) and consumer-goods companies, retailers **Value proposition:** FSC gives brands a credible, EUDR-ready route to secure, trace and claim responsible natural rubber at scale.	Facilitated by **Sean Nyquist** *Also joined by FSC Australia and New Zealand, FSC Japan, FSC Korea, FSC Chinese Taipei and other demand-side stakeholders* **Breakout rooms will be allocated depending on final number of participants**
Part 4 | Trade flows and market dynamics: linking demand and supply **Value proposition:** Demand signals for FSC-certified rubber are strengthening. Connecting certified supply in Asia to that demand is the market opportunity for everyone in the chain.			
17:20–17:30	10:20–10:30	**Global trade flows for FSC-certified rubber** Where certified supply originates, where demand is growing, and the market-development opportunity for Asia Pacific – *accompanied by sharing of latest rubber trade flows study*	**Neha Simlai** FSC Asia Pacific
17:30–17:40	10:30–10:40	**Trade dynamics and the growing demand for FSC** A trader's view of market signals, buyer expectations and what it will take to meet rising demand	**John Heath** Corrie MacColl
17:40–17:50	10:40–10:50	**Smallholder inclusion and the FSC system** Two ingredients to scale smallholder certification: Anchor companies and off-takers.	**Michal Brink** CEO CMO
Part 5 | Bringing it together **Value proposition:** Trust across the value chain is what moves FSC rubber from niche to norm.			
17:50–18:15	10:50–11:15	**Breakout report-back** Each group shares its top three value points, top three barriers and one commitment	**Representative appointed during breakout segments**
18:15–18:25	11:15–11:25	**Audience Q&A** Open floor for discussion and comments	**All** *Moderated by Neha Simlai*
18:25–18:30	11:25–11:30	**Closing remarks and next steps** Key takeaways, invitation to the 2027 Regional Rubber Roundtable, and how to stay engaged	**Neha Simlai**

Notes: It is important to register in advance as participants will be assigned to a breakout group based on their role in the value chain. Some speaking slots and timings may be adjusted slightly to accommodate diverse global voices and timezones.

For further details, please contact:

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