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.

Why 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 demand and changes.
- Experience on-site FSC practice and impact during the field trip near Hanoi, Viet Nam (exact location TBC).

Forum format

In this two-day forum, the first day (7 Nov) will be composed of a field trip to a local FSC forest and furniture / production facility near Hanoi (register before 20 Oct), with a networking dinner at the event hotel (self-sponsored). The second day (8 Nov) will be the business forum (free-of-charge), with panel discussions and breakout sessions according to the key focus areas.

Don’t miss this excellent occasion to expand your business exclusively for FSC certificate holders!
## AGENDA (TENTATIVE)

<table>
<thead>
<tr>
<th>Field Trip: 7 November 2017</th>
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<tr>
<td><strong>Business Forum: 8 November 2017</strong></td>
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<td><strong>08:00-08:30</strong></td>
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| **08:30-09:00** | **Welcoming Speech**  
Adam Beaumont, FSC Asia Pacific Regional Director  
**Keynote speaker to deliver opening speech**  
Representative from the Vietnamese Government (TBC) |
| **09:00-10:15** | **FSC as the market tool on organisation’s procurement policy, CSR obligations and Sustainable Development Goals**  
Introduction on company policy related to FSC sourcing and the procurement, CSR and SDGs.  
**Speakers:**  
Jeremy Harrison, Market Development Director, FSC International;  
Jeffrey Fielkow, Cluster Leader Environment for South Asia, East Asia & Oceania, Tetra Pak (Thailand) Limited;  
More TBC |
| **10:15–10:45** | **Coffee Break and Mingling in the booths area** |
| **10:45–12:30** | **Pulp, Paper & Packaging Sector**  
The current and future market demand for FSC, challenges and opportunities  
**Speakers:**  
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. |
| **12:30–14:00** | **Lunch** |
| **14:00–15:15** | **Rubber Sector**  
The growing demand for FSC latex: what the next 10 years might look like?  
**Speakers:**  
Le Viet Tam, Regional Project Manager, WWF Greater Mekong;  
More TBC |
| **15:15–15:45** | **Tea break and Mingling in the booths area** |
| **15:45–17:10** | **Sustainable Timber Use in Construction and Furniture Sector**  
The increasing demand of sourcing FSC certified timber in Asia Pacific, particularly on up-and-coming solid wood timber species and industry trends.  
**Speakers:**  
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.;  
Stephane Giannaz, Chief Commercial Officer, Precious Wood(Switzerland);  
Hai, Tran Thanh, CSR & HR Director, Scancom |
| **17:10–17:30** | **Closing** |