

The background of the entire page is a photograph of vertical wood planks. A dark, gnarled branch enters from the top right and extends across the middle of the page, crossing the title area. The lighting is soft, highlighting the texture of the wood.

Passport to China

Developing new markets for wood products in China

The 2006 China wood conference

October 10, 2006

Brussels, Belgium

Organiser: European Wood Initiative (EWI)

european

wood



Welcome to your 'Passport to China'



I am happy to welcome you to the first European conference on new business opportunities for wood and wood products in China.

The Chinese economy is growing rapidly. In just a few decades, China will complete the urbanisation process which took western developed countries several hundred years to achieve. This rapid development, which has been described as a global paradigm shift, will continue to have a dramatic effect on the global supply of materials and energy resources, with adverse effects on global sustainability.

The European wood and wood products industries have developed sustainable building systems that can save crucial natural resources such as energy and building materials. These building systems represent a sustainable solution for the mass production of millions of dwellings in China.

Extensive market access projects have been carried out by the EWI (European Wood Initiative) to remove technical and legal barriers in China. Substantial results have been achieved and this work has opened up opportunities for the whole industry.

A joint process is under way, with commitments from the European Commission, CEI-Bois (European Confederation of Woodworking Industries), OES (Organisation European Sawmillers), EWI (European Wood Initiative) and with co-operation from Chinese government bodies.

The aim is to develop substantial exports of wood products to the rapidly growing markets in Asia, with the focus on China.

On behalf of the European Wood Initiative, I look forward to welcoming you to Brussels on 10 October 2006.



Jan Söderlind
Chairman of the European Wood Initiative

The image is a vertical photograph of a river with a waterfall. The water is clear and greenish, cascading over rocks. A wooden bridge is visible in the lower part of the image. The background is a white wall.

Content

The conference will address:

- Prospects for sales of wood and wood products in China
- EWI's cooperation with the EU and with the Chinese government
- Wood products standards for building and construction in China
- Prospects for the European wood and woodworking industries to develop new business with China



Agenda (preliminary)

07.45 – 08.00 Registration

08.00 - 08.20 Conference introduction

Opening remarks

- Mr. Mikael Eliasson, Chairman, CEI-Bois
- Mr. Hans-Michael Offner, Chairman, OES
- Mr. Jan Söderlind, Chairman, EWI

08.20 - 09.30 General market overview

The Chinese market for wood products and Chinas wood products industry, threat or opportunity?

- Mr. Lars-Göran Sandberg, President and CEO, Timwood AB
- Mr. Ian de la Roche, President and CEO, Forintek Canada

09.30 – 10.00 Coffee

10.00 – 11.15 Government policies

EU Commission's support for opening up the structural and decorative market in China.

- Mr. Per-Ove Engelbrecht, Head of Unit Forest-based and Related Industries, European Commission, Enterprise and Industry Directorate-General
- Mr. Rupert Schlegelmilch, Head of Unit EU-China Trade Relations, Trade and Sustainable Development, European Commission, Directorate-General for Trade

Chinese government's policies and actions for new building systems.

- Mr. Yang Rong, Director General, Ministry of Construction, People's Republic of China

11.15-12.00 Developing the market for wood and wood products in China

European Wood Initiative's (EWI) strategy and actions in China.

- Mr. Hans Dutina, Project Manager China, EWI
- Mr. Paul Boardman, Consultant



Agenda cont.

12.00 – 13.45 Lunch

13.45 – 15.15 New product standards in China

Approved and pending standards on the Chinese market and their effect on and prospects for the European wood and wood working industries.

- Professor Alpo Ranta-Maunus
- Mr. Viktor Tian, Consultant
- Professor Hilmer Riberholt

15.15 – 15.45 Coffee

15.45 – 16.45 From market access to business - Implementation of new product standards

Principles for co-operation to successfully open up the Chinese market. Opportunity for companies to join show-case construction and marketing operations.

- Mr. Jan Söderlind, Chairman, EWI
- Mr. Claes Swedenborg, CEO, Sino-Scandinavian Building Advisor (Beijing) Co. Ltd.
 - a. Small house/up market timber frame construction
 - b. Wood truss/timber frame wall construction in multi-storey concrete buildings using structural timber
 - c. Large span building using structural glulam
 - d. Landscaping using treated structural and non-structural timber

16.45 – 17.00 Wrap-up and agenda for follow up

17.00 End

Registration Form

Time: October 10, 2006 at 08.00-17.00

Place: CEI-Bois's office, Allée Hof-ter-Vleest 5/4, Brussels, Belgium

I will attend the EWI China conference in Brussels on October 10, 2006

First name, last name: _____ Title: _____

Company: _____ Telephone: _____

Address: _____ Fax: _____

_____ Email: _____

Country: _____

Please send the form by fax at + 46 8 411 26 76 or by email at info@ntc.se by September 10, 2006. Your registration will be valid once we receive the full payment.

Registration fee: 270 € per attendance, including lunch

Payment by bank transfer:

Bank transfer international payment: IBAN: SE426000000000317046128, BIC: HANDSESS

Payment within Sweden: bankgiro 311 - 7082, plusgiro 9219437-2

Payment reference: Please state the venue name, "EWI China conference" and your personal references as name, company, address and telephone number on the .

Payment: Latest September 10, 2006

Cancellation: Latest September 30

Passport to China



The European Wood Initiative (EWI)

The European Wood Initiative (EWI) organises the joint promotional initiatives of national wood industry associations with a special interest in emerging Asian markets. Its funding members are Nordic Timber Council (Sweden, Finland, Norway), German Timber, proHolz (Austria) and FrenchTimber.

EWI and its precursor have been active on the Chinese market since 2001. EWI was established to give the European wood and wood products industry one face and one voice on the emerging markets in the Far East.

EWI's core objectives are to achieve market access by removing and relaxing laws and regulations. EWI's activities include marketing and promotional initiatives to increase the consumption of wood in Asian markets.

EWI is mandated by CEI-Bois to represent the pan European Confederation in all legislative and technical barriers on Asian markets.