



**FSC® Australia & New Zealand**  
The Forest Stewardship Council®  
Auckland – FSC Business Forum – 19.03.18



**FSC New Zealand Business Forum**  
Turning the Tide  
Benefits of FSC in Changing Markets

1-6.30 pm Monday 19th March  
Eden Park, Auckland

Special guest, Kim Carstensen  
FSC Global Director

**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 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 world now has more than 33,000 Chain of Custody (CoC) certificates, and nearly 2 million hectares are well-managed forests under FSC principles.

In New Zealand, nearly 70% of the production forests are FSC certified and 150 businesses trade FSC products.

By working together we can increase the demand for FSC products and this what this forum aims at.

## FORUM OPPORTUNITIES

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- Build your FSC **network** across a broad range of industries.
- Understand the **global trends** for certified forestry products
- Hear more about how to **boost your FSC sales**.
- Meet with FSC Director General Kim Carstensen and hear about the **future of FSC**



## BUSINESS FORUM - AGENDA

Time	Topic	Key points	Speakers
1:00pm	Guests registration and welcoming		
1:15pm	Meeting opening		<ul style="list-style-type: none"> <li>Peter Weir - Facilitator</li> </ul>
1.30pm	<b>RELEVANCE OF FSC IN THE GLOBAL CONTEXT</b>		
	<b>Insights into the global market and the future trends for certified forestry products</b>	<ul style="list-style-type: none"> <li>The future of the FSC organization</li> <li>Evolution of the global market for certified timber</li> <li>International initiatives where we can play a leading role in the future of the planet</li> <li>Local impacts of forest on the ground certification</li> </ul>	<ul style="list-style-type: none"> <li>Kim Carstensen, Director general -FSC International</li> <li>Ken Wu – CEO, Ancient Forest Alliance (Canada)</li> <li>Doug Gaunt - Science Leader, SCION</li> </ul>
2.50pm	Afternoon Tea		
3.20pm	<b>DRIVING THE DEMAND IN NEW ZEALAND</b>		<ul style="list-style-type: none"> <li><b>Introduced by Mark Gomm - Sustainability Manager, Bunnings Group</b></li> </ul>
	<b>Encouraging the demand for FSC products and services</b>	<ul style="list-style-type: none"> <li>Market insights and obstacles to sell FSC to customers.</li> <li>Best practice examples of FSC businesses about how they promote FSC to drive customers demand.</li> </ul>	<ul style="list-style-type: none"> <li>Lisa Heigh - Sustainability Manager - BJ Ball</li> <li>Manjula Murugesan - Environment Manager - Tetra Pak</li> </ul>
4.10pm	<b>Raising Awareness in New Zealand</b>	<ul style="list-style-type: none"> <li>The final session will show examples of how FSC partner with organisations to raise consumers awareness.</li> </ul>	<ul style="list-style-type: none"> <li>Jerome Partington - Sustainability Manager, JasMax</li> <li>Karen Fifield - CEO. Wellington Zoo</li> </ul>
5- 6.30pm	Networking Drinks		

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