



FSC® FORUM: SUSTAINABLE FLOORING PRODUCTS MARKET TREND DOMOTEX ASIA/CHINAFLOOR

25th March, 2015 | E4, Shanghai New International Exhibition Center

The Forest Stewardship Council® (FSC) cordially invites you to attend the FSC Forum on 25th March 2015 at the DOMOTEX Asia/CHINAFLOOR Trade Show in Shanghai, China.

Sustainability has become a key topic in the wood and timber sector in recent years. An increasing number of retailers and brand owners have started to require their suppliers to provide wood products from responsible sources. Many public procurement policies make certification a prerequisite for selecting suppliers of construction materials. The US Lacey Act and the EU Timber Law outlaw illegal wood and wood products from their marketplaces. Through this forum we will share the market development and trend for FSC-certified wood, and introduce how FSC certification can help fulfill “due diligence requirements” of the European Union Timber Regulation (EUTR). Representatives of leading forest farms and companies will provide their perspectives on certified wood products and market. Meanwhile, the forum will introduce the newly-established Shanghai Luojing Timber Free Trade Zone and its benefits to timber traders worldwide. A site tour will be organized by the Shanghai Timber Trading Center (STTC) in the afternoon.

Agenda Overview

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| 10:00-10:10 | Opening speech
Ma Lichao, National Representative, FSC China |
| 10:10-10:30 | FSC Brand Value and Market Development
Elaine Yi, Key Account Manager, FSC China |
| 10:30-11:20 | Panel Discussion: Business opportunities of FSC flooring products
TBC, Forest farms in Northeast China
TBC, Jinqiao Flooring
Jessica Wang, Senior Officer, WWF GFTN
Raymond Zhu, CEO, International Operation, Nature Home |
| 11:20-11:40 | FSC and EUTR Compliance
Ma Lichao, National Representative, FSC China |
| 11:40-12:00 | Introduction on Shanghai Luojing Timber Free Trade Zone
TBC |
| 14:10-17:40 | Site Tour Luojing Timber Free Trade Zone |

Registration

The registration for FSC Forum is free. Please register by filling out the registration form and emailing us at info@cn.fsc.org. For the site tour registration, please refer to the attached Invitation for Site Tour and register accordingly.

Venue

- E4, Shanghai New International Exhibition Center
- No. 2345, Long Yang Road, Pudong New Area, Shanghai 201204, PRC
- Tel: + 86 21 2890 6888

About DOMOTEX asia/CHINAFLOOR 2015

DOMOTEX asia/CHINAFLOOR (Shanghai) is the largest international flooring show in the Asia-Pacific region. Please visit <http://www.dacf.cn/em/website/dacf/index.php> for more information.

FSC® CHINA

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FSC® 论坛：可持续地板产品市场趋势 中国国际地面材料及铺装技术展览会

2015年3月25日 | 上海新国际博览中心 E4馆

木材及木制品行业对可持续议题的关注在近年不断增加。越来越多的零售商和品牌开始要求他们的供应商提供负责任来源的林产品。世界很多国家的公共采购政策也将认证作为挑选供应商的前置条件。美国雷斯法案以及欧盟木材法案已经禁止向其市场销售非法木材。FSC®论坛将探讨FSC认证木材和木地板产品的市场趋势，介绍FSC认证如何帮助企业满足欧盟木材法案（EUTR）的“尽职调查”要求。来自知名企业、世界自然基金会全球森林贸易网络、FSC认证林场的代表将介绍其FSC认证的相关情况及市场展望。同时，论坛中也将由上海木材交易中心介绍上海罗泾木材自由贸易区的最新产业政策，并安排免费参观。

日程

- 10:00-10:10** 开幕致辞：马利超, FSC中国代表
- 10:10-10:30** FSC品牌价值和市场发展：易兰, FSC中国大客户经理
- 10:30-11:20** 企业观点：认证地板产品商业机遇
东北大型国有林场代表
金桥地板代表
世界自然基金会全球森林贸易网络，高级项目官员，Jessica Wang
大自然家居工程国际事业部CEO，朱宏耀
- 11:20-11:40** FSC与欧盟木材法案(EUTR)合规：马利超, FSC中国代表
- 11:40-12:00** 上海罗泾木材自贸区介绍
- 14:10-17:40** 参观罗泾木材自贸区

注册

FSC论坛是免费参加的。请填写注册表并发送至info@cn.fsc.org。如果您也希望参加罗泾自贸区的参观，请阅读附件参观邀请函进行报名。

论坛地址

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关于中国国际地面材料及铺装技术展览会

中国国际地面材料及铺装技术展览会是亚太地区最具权威性的行业贸易性展会，请访问官网了解本届及历届展会信息<http://www.dacf.cn/em/website/dacf/index.php>。