



FSC Asia Pacific Business Forum 2019

Greening the Supply Chains: Solutions from Innovations & Responsibly Managed Forests

Courtyard by Marriott Pudong Shanghai, China 17-18 Oct

More and more consumers around the world are demanding their products to be environmentally friendly. According to a latest survey, not only would people buy from brands that are environmentally and socially responsible, but they also avoid buying products that are bad for the environment.*

Companies around the world are acting upon this consumer demand, but shifting the paradigm is not an easy task, especially when considering the complexity of the supply chains. Under this backdrop, this forum will focus on how innovation and responsibly managed forests can offer solutions, particularly for the corporate that want to move towards a circular economy.

The demand for sourcing forestry products responsibly from the Asia Pacific region has increased exponentially. This year we bring the APAC regional business Forum to China, a country which has one-fourth of the FSC certified companies. As a major player of globalization over the past decades, the country is the top producer of many forestry products. While most of them are for export, it is expected that the increasing level of environmental awareness should boost domestic demand. Hosted in China, we hope the forum will provide some peer insights on the projected trade flow of responsibly produced forestry products within and outside the region. The forum will also feature an award ceremony to acknowledge the companies and organisations that are committed and contribute to the development of FSC.

Who should join?

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. Like our [previous](#) events, **the 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 opportunity to promote their range of FSC labelled products available in Asia Pacific.

Retailers, producers and manufacturers, traders and distributors of wood, papers and non-timber forest products, FSC- certified forest managers... all valid FSC certificate holders are cordially invited to join the forum. If you're not an FSC certificate holders yet and would like to attend the event, please [contact your local FSC representatives](#) or email Ms Jayco Fung, Head of Market Development and Interim APAC Regional Director, at j.fung@fsc.org.

Key takeaways

- Connect your business to the FSC suppliers, buyers, retailers and brands.
- Learn about the latest trend and innovation in forest product value chains and how to best position your company in responsible sourcing
- Get insight from the latest business cases and peer experience of using FSC as a market tool to talk about share values on sustainability
- Catch on the forest product demand and changes from multiple angles, from suppliers, retailers to certification bodies

Forum format

In this two-day forum, the first day (17 Oct) will be a timber legality training supported by NEPCON, with a networking dinner at the event hotel(self-sponsored). The second day (18 Oct) will be the business forum(free-of-charge for FSC certified companies), with panel discussions and breakout sessions according to the key focus areas.

[Click here or scan the QR code to register](#)



*GlobeScan's Healthy and Sustainable Living, A Global Consumer Insight Project, 2018

Draft Agenda

Business Forum: 18 Oct 2019

08:30-09:00 Registration & coffee

09:00-09:30 Welcome and Opening

Welcoming Speech

Kim Carstensen, Managing Director, FSC International

Keynote speaker to deliver an opening speech

Representative from the Chinese Government (TBC)

Latest Development of FSC in the Asia Pacific Region

Jayco Fung, Interim Regional Director, FSC Asia Pacific

09:30-09:50 Towards value proposition of sustainability— approaches to clients and business partners

This session focuses on how retailers and brands can drive the demand for sustainable products through partnership with both clients and suppliers, using FSC's unique value proposition.

09:50 –10:10 FSC 25th Awards for Commercial Partners

10:10 –10:50 Panel Discussion

10:50 –11:10 Coffee Break and Mingling

11:10 –12:00 Fibre, Pulp & Paper— Reaching a Stable and Responsible Supply

This session explores challenges and opportunities in sourcing responsible fibre, pulp and paper while they are getting broader applications in various sectors.

Panel Discussion

12:00-13:00 Furniture and Household Items: Progress of Sourcing Responsible Material Particularly from the Tropics

This session gives an introduction to responsible sourcing practices in mainstream Chinese business, the progress made in tropical regions, and how that affect the APAC region as a whole.

Panel Discussion

13:00–14:30 Lunch & Networking

14:30–15:00 Single-use plastics: Solutions from forests

This session looks at the trend and the potential of using forest based material/ products to replace one-off use of plastics.

15:00–15:30 Panel Discussion

15:30–15:50 Sourcing Natural Rubber: The Sustainable Ways

This session looks into the rubber and latex- based industry, and explore the challenges and opportunities they face when adopt sustainable sourcing and management

15:50–16:20 Panel Discussion

16:20–16:40 Tea Break and Mingling



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16:40–17:00	Certification Bodies Intelligence on Market and Certification Performance
	This session provides an alternative perspective from key CBs operating in Asia, from their experience to talk about where they see the growing demand and interest in FSC, and where supply chain gaps and opportunities exist.
17:00–17:20	Accommodating Legal Compliance & the Evolving Market — FSC’s Latest Innovation
	This session talks about the innovations that are currently undergoing in FSC, what they mean, and how they benefit the certificate holders and a wider field of responsible forestry.
17:20–17:50	Panel Discussion
17:50–18:00	Closing