



## **FSC APAC Business Forum 2019 Held in Shanghai**

*Forum theme was “Greening the Supply Chain” and included valuable discussions and the first-ever FSC APAC Leadership Awards*

October 2019, Shanghai – The FSC Asia Pacific Business Forum was held in Shanghai earlier in October, with more than 120 attendees – from retailers to producers to FSC-accredited certification bodies – gathering to share their insights and experiences from the past year. The guest speakers and participants came from across the Asia Pacific region and Europe, working in industries related to wood, paper, furniture and non-timber forest products. By sharing FSC values, committing to the protection of forests, increasing community income and enhancing branding, the participants – which included Japan Airlines, Lenzing, DS Smith, El Corte Ingles, Li & Fung, L’Oréal, REWE, Sri Trang, Xylo and more – were optimistic about the continued development potential and market prospects of FSC certification across the region.

In his opening address, Kim Carstensen, FSC Director General said “We are the world’s most trusted sustainable forest management solution”. Celebrating the 25<sup>th</sup> anniversary of FSC, he stated that “Today, we have over 1,100 international members, 200 million hectares of certified forest, and 39,768 CoC certifications issued in 123 countries. We aim to deliver positive impacts for the forests, market and people, today and tomorrow.”

Jayco Fung, FSC’s Interim Regional Director and Head of Market Development for Asia Pacific, also shared her observations from the APAC Regional Office in Hong Kong, saying, “APAC is a growing FSC certification market, and the number of certified forest products traded here has continued to increase in recent years”.

Ms Fung continued, “China and Vietnam have been in the top five for growth in CoC certificates in the past quarter, while China now has one-fourth of the world’s FSC-certified companies. FSC APAC’s key priorities are to increase our relevance by helping smallholders to get certified more easily with the simplified Regional Forest Management Standard, enhance government relationships and enter new markets like natural rubber and bamboo.”

FSC China Executive Director Lichao Ma shared FSC China's efforts to promote awareness among consumers, saying, “FSC China is committed to enhancing consumer awareness which will lead to larger FSC demand in the market. This year, we held an exhibition at the Beijing Expo, an A-class global event. The exhibition lasted 162 days and attracted around one million visitors.”

Many productive talks and meetings were held during the forum, with representatives from different points along various industry value chains discussing topics like value proposition of sustainability, sourcing responsible materials, using forest-based materials to replace single-use plastics and the challenges and opportunities involved in the natural rubber sector. The representatives frequently reported that more and more companies are making responsible forest management an essential part of their daily operations, while actively promoting green supply chains and conducting internal environmental education and achieving UN Sustainable development Goals. These joint efforts are helping FSC become more recognised and more relevant – resulting in our fast growth in the region.

In recognition of these successes, the first-ever APAC Leadership Awards were hosted during the forum. Award winners from FSC-certified companies and Promotional Trademark License Holders included Maeil Dairies Co., Ltd, IKEA China, Kimberly-Clark Taiwan, Sunway Malls (RHB Trustees BERHAD), Stora Enso Consumer Paper Board China, Sichuan Qianwei Fengsheng Paper Co., Ltd, Tetra Pak Greater China and UPM China. As a gesture of thanks, gifts of FSC-certified wooden coasters, sponsored by Yong-Zai Forestry Co. Ltd, were also given to the guest speakers.

In closing, Mr Carstensen reiterated that the 38 per cent growth rate experienced in China by FSC was “incredible”, and, after pledging to address issues around fraud and forest management growth, said he was “inspired by the commitment and engagement” of all the delegates and hoped that the dialogue and connections made at the forum would lead to “even more links for FSC in Asia Pacific in the future<sup>1</sup>”.

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<sup>1</sup> UPM has attracted news coverage in China in recent days. Click here for UPM’s coverage: <http://www.cqgnb.net/society/2019/1026/141190.html>