



Forest Products
Association of Canada
fpac.ca

Association des produits
forestiers du Canada
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Forest Sector Competitiveness: *Finding a Pathway to Renewal*



20 june
2 0 0 7
symposium

www.bc-forum.org

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about the symposium

The forest sector in Canada and in British Columbia is undergoing a fundamental change. The strategies of the past will no longer work in the global economy of the 21st century. Either we accept the reality of a changed global environment and strive for the opportunities that it offers or resist change and face a future of diminishing possibilities. The time has come to develop a new strategy that will form a base for a more diversified forest sector that responds to our competitive strengths in high wood quality, high value forests, and a highly skilled labour force.

On June 20th 2007, the BC Forum and the Forest Products Association of Canada will convene forest sector leaders to discuss the future competitiveness of the Canadian and BC forest sector and our potential for renewal. The symposium will focus on two themes:

- Lessons from Abroad – National and International Experiences in Competitive Renewal
- New Opportunities for Canada – Products, Markets, Technology and Innovation

The first part of the symposium is designed to inform decision-makers and stakeholders of the global changes that are occurring and lessons that we can learn from other forest sector experiences. It will also focus on the opportunities that exist in new products, new markets and expanding the potential of value-added wood manufacturing here in Canada.

The second part of the symposium will provide comment on the current state of technology and innovation in Canada and BC, and how we can be preparing to take advantage of opportunities in areas such as bioenergy.

the symposium will provide an opportunity to explore key issues at a strategic level, including:

- What are the most promising geographic and product markets for the BC forest products industry over the next 15-20 years? How can the industry best position itself to realize these opportunities?
- Is the production of biofuels on a large scale economically feasible in BC? What are the realistic opportunities? What research needs to be done to answer the question?
- What implications do climate change and the evolution of carbon markets have for the future of the BC forest products sector?
- Can the tenure system be modified to help attract investment and better meet the needs of communities?
- Are changes in forest policy resulting from global competition and declining prices putting downward pressure on the economic timber supply? Should the method for determining the AAC be reviewed?
- What types of timber should we be growing to serve the forest products industry of the future? Should BC seriously consider plantation forestry on better quality sites?
- What is behind the resurgence of capital investment in the Washington State forest products industry? Can BC duplicate this?

program details

7:15 – 8:00 Registration and Continental Breakfast – Stanley Park Ballroom

Session One Overview

8:00 – 8:15 Welcome and Symposium Overview
Thomas Maness, *Symposium Chair*

8:15 – 8:45 Playing to Win in a Tough Global Neighbourhood: Canada's Forest Industry and a Path to Renewal
Avrim Lazar, *President & CEO, FPAC*

8:45 – 9:15 Toward Revitalization: The BC Pulp & Paper Task Force
David M. Gandossi, *Executive Vice-President, CFO & Secretary, Mercer International*

Session Two Global Competition and Competitiveness: National and International Perspectives

9:15 – 9:45 The Chilean Forest Products Industry
Thomas Maness, *UBC Faculty of Forestry*

9:45 – 10:15 Resurgence of the US Pacific NW Sawmilling: The "Other" Washington's Experience
Ivan Eastin, *Cintrafor, University of Washington*

10:15 – 10:45 **Coffee Break**

10:45 – 11:15 BC Coast Wood Products: Industry Competitiveness & Future Opportunities
Russ Taylor, *President, International Wood Markets Group*

11:15 – 12:00 **Moderated Discussion**

Luncheon Speaker

12:00 – 1:00 Can we Compete? Why Canadian Business Needs to Think Globally to Succeed in the 21st Century
Andrea Mandel-Campbell, *Leading international business journalist and author*

Session Three Climate Change and Sustainability: Emerging Markets, New Opportunities and Challenges

1:00 – 1:30 Realistic Opportunities for Wood Energy
Warren Mabee, *UBC Faculty of Forestry*

1:30 – 2:00 Technological Innovation. New Market Opportunities in the Bio-Economy
Don O'Connor, *President, (S&T)2 Consultants Inc.*

2:00 – 2:30 **TBA**

2:30 – 3:00 **Moderated Discussion**

3:00 – 3:15 Closing Remarks
Thomas Maness

BC Forum and FPAC partnership

The BC Forum on Forest Economics and Policy is a locus for discussion between stakeholders in academia, government, industry, First Nations, communities and NGOs to address key issues facing the forest sector.

Our mission is to examine issues critical to the forest sector, stimulate informed dialogue and conduct focused, unbiased scientific research on the land management, industry competitiveness, and economic sustainability of the BC forest sector. Our symposia seek to involve stakeholders in meaningful discussions to shape our collective ideas about the future of forest policy.

FPAC is the voice of Canada's wood, pulp and paper producers nationally and internationally in government, trade and environmental affairs. We are actively involved in a number of initiatives exploring the future opportunities and challenges facing the industry and are pleased to join with the BC Forum in presenting this symposium.

when and where

The Symposium will be held in Vancouver, British Columbia on June 20th, 2007 from 8:00am to 3:00pm at:

The Westin Bayshore
Stanley Park Ballroom
1601 Bayshore Drive
Vancouver, British Columbia
Canada, V6G 2V4
Tel: 604-682-3377
Toll Free: 1-888-219-2157
www.starwoodhotels.com/westin

registration details

There is a registration fee of \$75 CDN (\$25 for students) to attend the symposium, which includes a continental breakfast and luncheon. Payment in Canadian funds must accompany the registration form.

Financial assistance may be available for individuals whose organizations are not able to cover the \$75 registration fee – please contact us for details.

Registration Options:

Online: www.bc-forum.org

Fax: 604-822-9106

Mail: BC Forum

Re: Symposium Registration

2045 – 2424 Main Mall

Vancouver, BC, V6T 1Z4