



A Wealth of Opportunities:

Value Focused Forestry in British Columbia



March 1st, 2006
Vancouver, BC Canada
Sheraton Vancouver Wall Centre

ABOUT THE SYMPOSIUM

Currently, the BC forest products industry is faced with many challenges: intensified global competition for commodity products, an almost certain decrease in BC's allowable cut due to a host of environmental, social and economic factors, and a generally low return on capital employed by global standards. Unless we seek alternative strategies for our forest sector, this could have devastating consequences on BC's economy and the viability of its forest dependent communities. Part of a comprehensive solution for the future could be to seek out higher value applications for our wood resource, thereby transforming a sector in decline into one that can catalyze a "wealth of opportunities".

The BC Forum on Forest Economics and Policy is convening forest sector leaders and stakeholders to explore the possibility of a new paradigm in BC that shifts from a focus on volume-based production orientation to one that seeks to maximize the value obtained from our forests. The theme of the symposium is designed around alternative production strategies, innovation and new technologies that could serve to augment the commodity manufacturing sector. This includes harvest selection for final product value, production of wood products better suited to secondary manufacturing, production of value-added products, incorporating design into the production of wood products, and production of non-timber forest products, by-products and other ecosystem goods and services.

The first part of the symposium will be designed to inform decision makers and stakeholders of the opportunities and potential costs and benefits of adopting value focused approach as a strategy for the management of our forest resources. The second part of the symposium will engage participants in a healthy dialogue on what it is that we need to do now in order to move ahead. A panel of experts from a range of disciplines will comment on the current state of forestry and present their visions for the future. The symposium will end with in depth questioning from participants on the potential of adopting a value focused approach in forestry.

KEYNOTE SPEAKERS



John Wilkinson is a former vice-president of both Jeld-Wen Inc and Weyerhaeuser Company, as well as past President of the Forest Industry Associations in both

Oregon and Washington. His presentation will explore the benefits that can be obtained from supply chain management practices and examine how to improve the supply chains between primary and secondary manufacturers.



Avrim Lazar is the President and CEO of the Forest Products Association of Canada and will be speaking on the challenges facing the forest industry in the 21st century.

He will discuss maximizing the social, economic and environmental returns from our forest resources in a global economy, including the potential of technology to increase the production of non traditional forest products such as biofuels and petrochemical substitutes.

WHO SHOULD ATTEND

The purpose of our symposium is to give stakeholders, decision makers and those concerned about the future competitiveness of the forest sector in BC a voice in its future direction. If you are concerned about the competitiveness of the industry and the sustainability of our communities and forests in the face of unprecedented challenges, then please attend this event.

SYMPOSIUM AGENDA

7:30 - 8:00 <i>Continental Breakfast</i>	Pavilion Crystal Ballroom												
8:00 - 8:15 Opening Remarks	Rob Kozak , Associate Professor, UBC Faculty of Forestry and conference Chair												
8:15 - 8:45 Conference overview and context Adding value in the 21 st century: Maximizing the social, economic and environmental returns from our forest resources in a global economy	Avrim Lazar , President and CEO, Forest Products Association of Canada												
8:45 - 9:15 Keynote Talk Optimizing value and international supply management	John Wilkinson , former VP Supply Chain Practices Management, Jeld-Wen												
9:15 - 9:45 What is a value-added sector & why is it important to BC's forest sector competitiveness?	Ray Schultz , BC Ministry of Forests and Range												
9:45 - 10:10 <i>Coffee break</i>													
10:10 - 10:40 Sawmill operation planning software solution	Alain Rousseau , Director, Industrial Projects, FOR@C Research Consortium, Université Laval												
10:40 - 11:10 Economic zoning in BC for diverse forest values	Steve Nicol , Lion's Gate Consulting												
11:10 - 11:40 Design: Potential for BC's wood products industry	Barbara Bell , Informativ Design												
11:40 - 12:10 Key success factors for the value-added sector in BC	David Cohen , Professor, UBC Faculty of Forestry												
12:10 - 1:00 <i>Complementary Luncheon</i>													
1:00 - 2:30 PANEL DISCUSSION WITH REPRESENTATIVES FROM:													
<table border="0"> <tr> <td>Government</td> <td>ENGO</td> <td>Primary Industry</td> <td>Secondary Industry</td> </tr> <tr> <td>Non-Timber Forest Products</td> <td>First Nations</td> <td>Forestry Association</td> <td>Research</td> </tr> <tr> <td></td> <td>Education</td> <td></td> <td></td> </tr> </table>	Government	ENGO	Primary Industry	Secondary Industry	Non-Timber Forest Products	First Nations	Forestry Association	Research		Education			
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	Education												
2:30 - 2:45 Closing remarks	Thomas Maness , BC Forum Director												

THE SYMPOSIUM WILL PROVIDE AN OPPORTUNITY TO EXPLORE KEY ISSUES AT A STRATEGIC LEVEL, INCLUDING:

- How can the BC forestry sector maximize its economic, social, and environmental returns in an increasingly globally competitive economy?
- Can the forest industry continue to rely on a volume-based commodity focus or should it adopt more of a value focus?
- How can supply chain management practices be used to make the BC forest industry more competitive?
- What types of forest goods and services should BC be producing in the long term?
- How could value-focused strategies be developed for specific regions in BC?
- What opportunities exist for new markets and new products? For primary producers? For value-added producers? For non-timber forest products?



BC Forum and FPAC Partnership

Established with generous gifts from Canadian Forest Products Ltd, and the BC Ministry of Forests and Range, the BC Forum on Forest Economics & Policy consists of forestry stakeholders dedicated to enacting positive change to foster the sustainability of BC's forest sector, forest lands and communities. The Forum is designed to direct and facilitate research on key issues facing the BC forest sector.

FPAC is the voice of Canada's wood, pulp and paper producers nationally and internationally in government, trade and environmental affairs. FPAC is 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.



LOCATION

The Sheraton Vancouver Wall Centre
Pavilion Ballroom
1088 Burrard Street
Vancouver, BC

Tel: 604-331-1000

Toll Free: 1-800-663-9255

E-mail: reservations@wallcentre.com

Website: www.sheratonwallcentre.com

REGISTRATION DETAILS

There is *no fee* to register for this event.
Advance registration is required as there is limited space.

The deadline for registration is Sunday February 26, 2006.
Space permitting, registration may be accepted on site.

REGISTRATION OPTIONS

ONLINE: www.bc-forum.org

FAX: (604) 822-9106

MAIL: (COMPLETE THE ATTACHED FORM)

BC Forum

Re: Symposium Registration

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