

**50<sup>th</sup> Session**  
26 May 2009, Rome, Italy

**BACKGROUND DOCUMENT**

**AGENDA ITEM 8c. Participation in the XIII World Forestry Congress**

**SPECIAL EVENT 1: XIII WFC SPECIAL EVENTS FOR THE PRIVATE SECTOR**  
**Business networking day**

**Theme**

Strengthen your global business networks in this major international forestry event.

**Background**

As today's forest products trade is increasingly global, the XIII WFC offers a unique platform for intensified networking on technical and commercial interests to participants from all over the world. The host country, Argentina, and Latin America as a whole, represent an attractive and dynamic forest and industry base for the rest of the world to engage with.

This innovative platform is the Business Networking Day, which will be organized within the programme of the World Forestry Congress. A proven methodology and software developed by trade promotion organizations will be applied to match forest products companies from different countries, and to set up a schedule of one-to-one meetings.

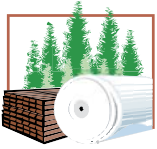
**Objective**

XIII WFC will offer a vivid networking environment to connect Latin American and African wood industries with Asian, North American and European buyers, investors, technical experts and outsourcing industries. The range of business opportunities will range from concessions to planted forests, from wood and non-wood forest products into pulp and paper, not forgetting forest-based carbon and other ecosystem services.

The event will be organized in a format that fosters sustainable business relations and builds up a sense of community among private sector participants as key forest stakeholders. The combination of bilateral talks with the rich technical content of the XIII WFC thematic presentations will assist to private sector participants strengthen their business networks and stay one step ahead of emerging challenges and business opportunities. Their voices will also be heard in the broader context of the Congress, helping to make the event truly representative of the forest industry and trade.

**Format**

During the opening, a short summary of global market trends affecting forest industry and trade will be presented. The Working Rules of the Business Networking Day will be pre-distributed to all participants, but a short re-cap of modus operandi will be announced. All one-to-one meetings will be pre-arranged using a time chart and numbered tables. Each meeting will last 20-30 min. depending on the number of participants. The activity may run until 8.00 p.m. A nominal charge of \$100 is payable by each participant in the event. No translation services will be provided.



### Target Group

- Managers of natural and planted forests;
- Producers and traders of solid wood, wood-based panels, components and value-added products, pulp and paper;
- Investors, technical experts, non-wood forest product suppliers, forest carbon project developers;
- Business delegations from all over the world.

### Partners

- Export promotion organizations of Latin America;
- Import promotion organizations of Asia, Europe and North America;
- Industry associations and forest products trade networks;
- International organizations working on trade promotion.