



PEFC ASIA PROMOTIONS INITIATIVE

2010 REVIEW



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The PEFC Asia Promotions Initiative works to raise awareness and encourage uptake of PEFC certification throughout Asia. Thanks to our offices in Beijing, China, and Tokyo, Japan, we are ideally positioned to assist companies throughout the region to source and produce PEFC-certified materials. The initiative further complements the work of PEFC members, like MTCC in Malaysia, and will be expanded in the coming years with concerted outreach efforts to more countries throughout the region.

This Annual Review is intended to inform interested stakeholders about the latest achievements and information on PEFC certification in China and Japan.

ABOUT PEFC COUNCIL

The Programme for the Endorsement of Forest Certification (PEFC) is an international non-profit, non-governmental organization dedicated to the promotion of sustainable forest management through independent third-party certification.

CHINA

At the start of 2010, the focus of PEFC China Promotions was on establishing a new representative office in Beijing, putting in place administrative and operational structures, and recruiting staff. With this quickly in place, the organization was fully engaged in a wide range of promotional and outreach activities over the course of the year. Several of these are highlighted below.



PROMOTIONAL ACTIVITIES

In 2010, PEFC China Promotions organized a series of outreach seminars in Hong Kong and Shanghai for representatives from the paper, packaging and publishing sectors to raise awareness about sourcing PEFC-certified products in China. Nearly 200 people attended these seminars.

Three training seminars were organized on PEFC Chain of Custody and Forest Management Certification. More than 70 participants from companies, auditing firms and staff from the China Forest Certification Council received training.

Throughout the year, staff and representatives from PEFC China Promotions were invited to participate and contribute at seminars, conferences, and workshops in the country. Highlights included the China Pulp and Recycled Fibre Conference in Shanghai

organized by the China Forest and Paper Entrepreneur Club, the China Panel Furniture Development Forum in Changdu, and the “Forests, Markets, Policy and Practice – 2010 China” Conference in Beijing.

In addition, PEFC China Promotions was invited to participate in and contribute to events organized by the Chinese State Forestry Administration (SFA). Collaboration included accompanying a field trip to Hainan to evaluate the impact of forest certification practices, joining an internal SFA workshop for senior professionals intended to discuss forest certification, and attending a bilateral workshop in Beijing organized by the Chinese and Finnish governments. Finally, PEFC China Promotions continues to support the Chinese Forest Certification Scheme (CFCS) through delivery of training and standards development.



OUTREACH

During 2010, PEFC China Promotions engaged with a large number of companies from the pulp and paper, printing and furniture sectors. This engagement was strengthened by periodic visits from representatives of PEFC International and members of the PEFC Asia Promotions Advisory Committee who facilitated contacts and offered introductions to business partners.

SIGNIFICANT MILESTONES

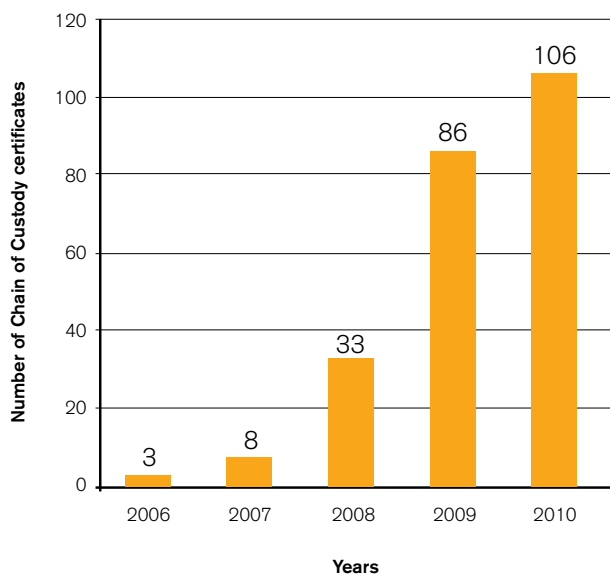
The Chinese Forest Certification Council and the State Forestry Administration (SFA) announced their intention to seek PEFC membership during 2011. The SFA presented its letter of intention to the PEFC General Assembly in Rio de Janeiro early November 2010.



In addition, following an agreement announced between the Beijing Zhonglin Tianhe Forest Certification Centre and the Yichun Forest Authority, more than 3.4 million hectares of forests in China are expected to become certified under the Chinese national forest certification scheme in 2011.

Private sector engagement and other promotional activities resulted in Chain of Custodies growing from 86 certificates at the end of 2009 to 106 by December 2010; an increase of 19%.

PEFC Chain of Custody Growth in China



JAPAN

PROMOTIONAL ACTIVITIES

During 2010, PEFC Japan Promotions organized several seminars and networking events for representatives of the printing and timber processing sectors and the general public. Hundreds of people attended these various events throughout the course of the year.

PEFC Japan Promotions was also able to reach out to thousands of people by organizing PEFC exhibits during the Eco-Products 2010 Fair, the Biodiversity Expo 2010 in Osaka, and the COP 10 Biodiversity Interactive Exchange Exhibition in Nagoya.

Finally, at the invitation of third parties, including the Japan International Cooperation Agency (JICA) and several private sector companies, PEFC Japan Promotions delivered several lectures throughout the year.

OUTREACH

PEFC Japan Promotions engaged with the private sector throughout the year, including companies from the pulp and paper, and printing sectors. Thanks to the support of PEFC International and the PEFC Asia Promotions Advisory Committee, PEFC Japan Promotions was also able to secure introductions and make itself known to hundreds of companies operating in Japan.



COMMUNICATIONS

As part of efforts to promote PEFC to a wider audience, PEFC Japan Promotions has invested considerable resources in producing communications materials and increasing media coverage. Throughout 2010, PEFC was cited in several corporate trade journals as a credible certification system relevant to Japanese organizations. Moreover, articles on PEFC were featured in:

- ISO Magazine
- “gcj” magazine
- “Woodmic” magazine
- Japan Forest Products Journal
- Nikkei Home Builders, Nikkei Ecology, Nikkei Architects
- Forestry Policy News
- Japan Paper Journal

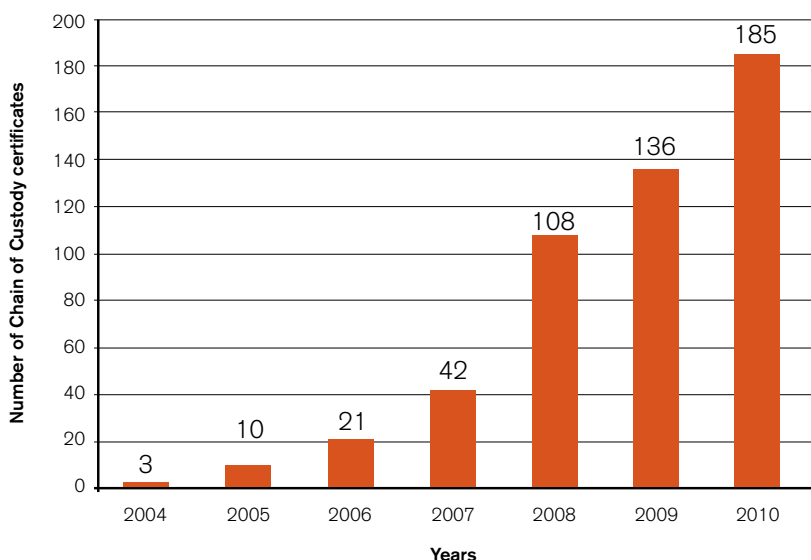


In addition, PEFC and the PEFC logo were featured in a series of advertisements commissioned by the Japanese Forestry Agency intended to promote the sourcing of legal and sustainable timber in the country.

PEFC Japan Promotions distributes its brochures and other materials to forest sector companies, as well as representatives from the environment and housing sectors. A bilingual newsletter is regularly circulated to about 400 stakeholders.



PEFC Chain of Custody Growth in Japan



SIGNIFICANT MILESTONES

The Sustainable Green Ecosystem Council (SGEC), which manages the Japanese forest certification standard, expressed an interest to collaborate more closely with PEFC Japan Promotions and will be considering PEFC Council membership in the future.

Private sector engagement and other promotional activities resulted in an increase in the number of Chain of Custodies from 136 certificates in December 2009 to 185 in December 2010; a rise of 27%.

GET INVOLVED

Invite PEFC representatives to meet your suppliers

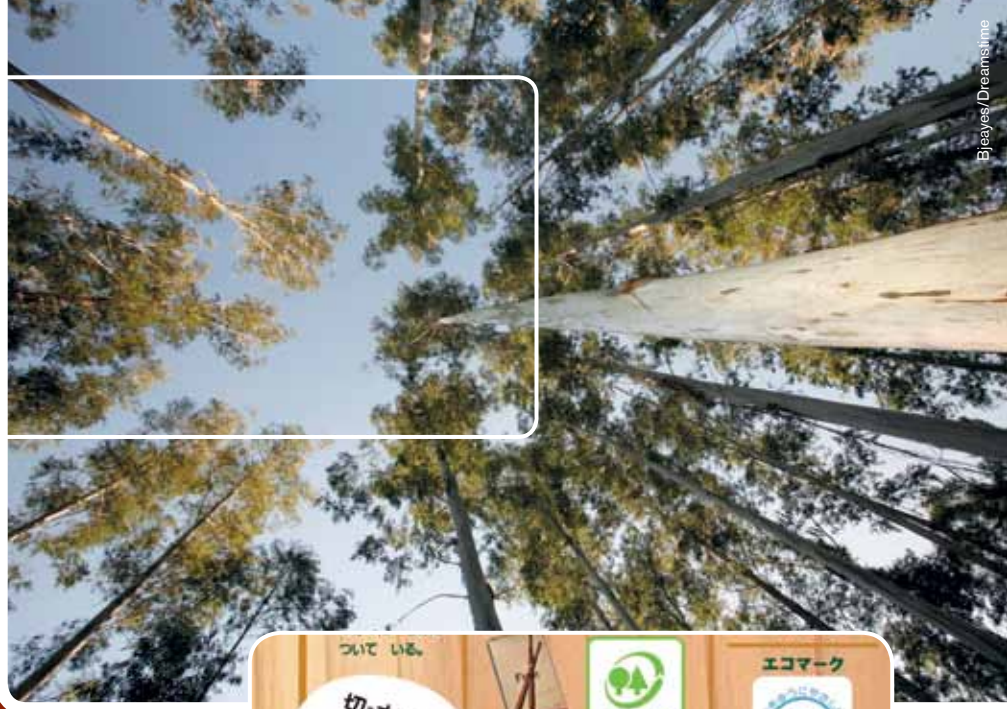
We are happy to organize and deliver training on the requirements and benefits of PEFC certification to businesses in your supply chain.

Invite PEFC representatives to participate in seminars and events

Let us work together to raise awareness of PEFC internationally and in Asia, and to enhance the capacity of the region's suppliers and companies to offer sustainable products.

Join the PEFC Asia Promotions Advisory Committee

Members provide financial support and participate in the strategic direction and implementation of PEFC's work in Asia.



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 PEFC森林認証印刷用紙

Wong Sze Yuen/Dreamstime

セレブ級のバッグ&シューズ
ヴァンサンカン

全36ページ
韓国
 美容レポート
 3
 March 2011
 No.378

25ansのニューフェイス
 女優 **キム・テヒ** に密着

世界最強のビューティスポット潜入
韓国 美女 ライフ

- ★ミス・コリア“女子会”
- ★チョン・ウソク&チェ・スンヒョン(T.O.P)
- ★初公開! 超高級クリニック
- ★芯からボカボカ美肌術
- ★momちゃん 美の法

軽やかリッチな
春のモード
 「きちんとお洒落
最新こ

全 **124** アイテム
お洒落オーラは小物から!

セレブ級の
バッグ&シューズ

PEFC-CoC認証フローリング エコメッセージフロア
ECOMESSAGE FLOOR

環境に配慮した広葉樹「タスマニア産ユーカリ材」をフローリング用合板に使用しています。

フラット構造
 平床仕上げ、静かで快適。

タフタックベース
 高強度材料を使用したエコーアクション仕様のベース材を使用しています。

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 ユーカリ合板



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