



The International Broker Project Invitation letter

Since 2006, the Forest Stewardship Council (FSC) and its national initiatives in Italy, Netherlands, Poland, Slovakia, and the United Kingdom have been implementing the FSC Broker project. The project has the main objective of facilitating trade in certified products between eastern European producers and western European markets. FSC and the DOEN Foundation, one of the most active donor organizations that support FSC in achieving its mission, are jointly funding this initiative.

In order to celebrate the end of this pilot project, we would like to invite your company to participate in the first FSC garden furniture marketplace. The event will take place at the FSC International Center in Bonn, Germany on the 24th and 25th of September 2008. This event will give an opportunity to approximately 25-30 participating companies from several European countries to present their products, outline their business interests, and meet potential business partners. Additionally, interested companies will learn more about FSC, its current and planned activities aimed at supporting certified companies in their efforts to maximize the potential of their FSC certification as a marketing tool. Attached to this invitation letter you will find the programme for the event and more details about participation.

Among participants at this event, you will find companies that are producing garden furniture from several Central and Eastern European countries, as well as companies that are selling such products to western European consumers. Our aim is for this event to become the first of a series of events that help buyers meet suppliers and also assist FSC and its national initiatives to develop the range of services offered to certified companies.

The event will offer producers the opportunity to display their range of products, by showing posters, leaflets, catalogues and a limited amount of product samples in a display area at the meeting venue.

Furthermore, you can use this opportunity to discuss with your National Initiative representative and staff at the FSC International Center issues relating to chain of custody and support services offered in your country.

To secure your participation in this exclusive event, you are kindly requested to fill in the attached form and send it back to the FSC Broker Project. (you can use the following e-mail addresses: aad.van.noort@fscnl.org and l.amariei@fsc.org)

The team of the FSC Broker Project and the FSC International Center are looking forward to receiving your confirmation of participation to this event.



The International Broker Project
FSC Garden Fair Business Mission and 2008 Business Round Table
24 and 25 September 2008
Venue:
FSC International Center
Charles de Gaulle Str. 5, 53113 Bonn, Germany

24 September 2008

13:45	Registration	FSC IC and Broker Project staff	FSC International Center, Ground floor
14:00	Welcome	Mr. Andre Giacini de Freitas (FSC Executive Director)	Conference room
14:15	General FSC update	Ms. Liza Murphy (Director, FSC Global Development)	Conference room
14:45	Chain of custody and controlled wood standards updates	Mr. Stefan Salvador (FSC policy and Standards Unit)	Conference room
15:15	Coffee break	FSC IC	Hall
15:30	Business round table and discussion: the application of the COC and CW standards in the garden furniture industry	Moderator: Beck Woodrow brief company presentations	Conference room Conference room
16:00	Garden furniture marketplace	All participants (FSC, Broker Project, business partners)	FSC International Center, ground floor (hall, conference room, lake room)
19:00	Cocktail and dinner	All participants (FSC, Broker Project, business partners)	Bonn, place to be defined

25 September 2008

9:00	The FSC Broker project: a service model for the FSC Network	Liviu Amariei, Broker Project Coordinator, Mauro Masiero, FSC Italy, Robert Knysak, FSC Poland	Conference room
9:30	FSC Markets update with emphasis on the garden furniture market	FSC Global Development	Conference room
10:00	Business round table and discussion: FSC Garden furniture Markets	Moderator: Aad van Noort, FSC Netherlands, brief company presentations	Conference room
11:00	Coffee break	FSC IC	Hall
11:15	Garden furniture marketplace	All participants (FSC, Broker Project, business partners)	FSC International Center, ground floor (hall, conference room, lake room)
13:00	End of FSC Garden Fair Business Mission and 2008 Business Round Table	Conclusions: FSC Global Development	Conference room