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PEFC China Initiative in Action

PEFC China Initiative started from May of 2007 in Beijing. The launching ceremony was held in Beijing on October 25th. Its main tasks are the following:

- promote market awareness of forest certification in China;
- support sustainable forest management in Chinese forestry;
- promote Chain of custody as a market access tool in Chinese market;
- address international concerns about illegal logging and sustainable forest management;
- offer technical supports and information service for the interested organizations of China.

Over the past one year a lot of progress has been made. The cooperation with Government authority, NGOs, forestry and wood industry was strengthened. We involved in the most of the seminars, workshops and conferences which were organized by government, non-government organizations and the associations of forestry and wood industry and had chances to speak in them. In October of 2007 SFA (the

State Forestry Administration of China) sent a delegation to attend to the PEFC Annual Assembly in Munich. During this trip we increased the understanding greatly and SFA showed the strong interest to be the membership of PEFC and started to consider the endorsement process by PEFC. After these efforts 25 supply chains have been certified by PEFC CoC.

In the coming future we will further increase the resources input in the PEFC promotion work in China and expand the network in forestry and forest products industry. We believe that after our continuous efforts PEFC will be a leading forest certification scheme in Chinese market.

From August of 2008 PEFC China Initiative will start to release the Newsletters every quarter. As a good communication tool with our international and domestic stakeholders we wish it will give you a good update about PEFC China Initiative activities. At the same time we can share the information and the joy of the progress together.

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SFM (sustainable forest management) and Forest Certification Workshop hold by Chinese Forestry Society in Xining

SFM and Forest Certification Workshop hold by Chinese Forestry Society in Xining, the capital of Qinghai Province (in Northwest of China) on July 1st of 2007. There are 120 participants from the whole China forestry area, such as forest managers of Chinese Forest Bureau, forestry scholars from forestry Institute and forestry universities. Mr. Benson Yu, the Director of PEFC China Initiative, was invited as a main speaker to give a 2 hours presentation in this workshop, the topic is "The Situation of Forest Certification in the World and PEFC". It briefly introduced the existed forest certification schemes in the world and focused on PEFC system. For most of the participants this is a very new issue.

The conference of the Flooring Commission in Guangzhou

The conference was hold by the Flooring Commission of Chinese Forestry Industry Products Association in Guangzhou on July 6th of 2007. Mr. Benson Yu, the Director of PEFC China Initiative, joined this meeting and gave a 20 minutes presentation to introduce PEFC and CoC certification. There are about 230 participants, most of them are the Flooring manufacturing factories or companies from the whole China.

EU-China Forest Law Enforcement and Governance conference in Beijing

From Sep. 19th to 20th of 2007 the "EU-China Forest Law Enforcement and Governance conference" was hold in Beijing. Mr. Benson Yu, the Director of PEFC China Initiative, was invited to attend this big conference. This is the first time that Chinese government officially gave the formal response regarding the illegal logging and

wood trade issue. SFA on behalf of Chinese government hold this meeting together with EU together. Mr. Yu made a 20 minutes presentation "PEFC certification and the combat against illegal logging" in the second day of 20th. This was a very good opportunity to promote PEFC as a very good market tool against the illegal logging and wood trade.



PEFC 2007 Assembly of Munich

From Oct. 4th to 6th of 2007 PEFC Annual Assembly was hold in Munich of Germany. SFA (the Chinese State Forestry Administration) sent a delegation (Mr. Li Dongsheng, Mr. Li Mingqi, Ms. Li Qing and Ms. Zeng) to attend this assembly. All of them felt that this was a very fruitful trip. They got a rough idea about the process of PEFC assembly. It further strengthened the relationship between PEFC and SFA.

From 8th to 10th of October SFA delegation also visited PEFC Germany, the certified forest and a consultant from German accreditation body. Through this visit they had much deeper understanding about the PEFC progress in Germany, they also asked a lot of questions regarding endorsement of PEFC Germany, daily operation and the structure of German PEFC system etc.

PEFC China Initiative Launching Ceremony in Beijing on October 25th of 2007.

This was a very successful ceremony. There were more than 70 guests from government, forestry and wood industry, NGOs, Associations, certification bodys, institutes

and medias participated this launching ceremony. Through this ceremony we further expanded the influence of PEFC among the stakeholders in China. During the launching ceremony we also hold the meetings with the Science and Technology Department of SFA (the State Forestry Administration) and Mr. Lei, the Deputy Administrator of SFA respectively. The medias such as "The Green times", "CCTV-7(China Central TV 7th Channel, focusing on agriculture and forestry)", "China Daily", "International Business News" and "International Wood" also attended to this ceremony and released the news and reports.



"China and the Global Forest Products Trade: Trade of Legal and Sustainable Wood in China" seminar in Beijing on November 2nd of 2007

This seminar was jointly held by IUCN-The World Conservation Union, Chatham House, and Forest Trends. It was the second meeting of the same topic within this year. There were more than 60 participants mainly from Proforest, WWF, SGS, Greenpeace Beijing Office, Rainforest Alliance, TNC, China National Forest Product Association, PEFC China Initiative, FSC China Working Group, China Wood Distribution Association, China Forestry Academy, China Muling Forest Bureau, Dalian Huaming Furniture Co. Ltd. etc.

Benson Yu, Director of PEFC China Initiative made a presentation "PEFC Certification and the Combat Illegal Logging" In this presenta-

tion Mr. Yu explained how PEFC CoC standard solved the problem of the controversial sources and also introduced the progress of PEFC in the world and the new office in Beijing.

Packing Design of Pharmaceutical Seminar in Shenzhen of China



This seminar was organized by China Pharmaceutical Association and sponsored by PEFC China Initiative and M-Real on November 14th of 2007. There were around 150 participants from pharmaceutical packaging, printing industry in Guangdong and Hongkong of the Southern China to attend this seminar.

Mr. Benson Yu, the Director of PEFC China Initiative gave a presentation "PEFC Certification and CoC Certification of Pharmaceutical Packaging Industry" In this presentation Mr. Yu introduced the what's forest certification, the development of PEFC in the world, PEFC China Initiative, what's the benefit of CoC certification for packaging and printing enterprises and how to apply the PEFC CoC certificate etc. The response of the participants was very active.

Illegal Logging and Associated Trade Forum in Washington DC

This forum was hold by Forest Trends, US Aid, World Bank, SFI and US Forestry Service etc. on Feb. 14th of 2008 in Washington DC. The participants of this meeting were

from very broad range of US. The main NGOs, politicians, government representatives, big companies attended to this forum. Mr. Benson Yu, the Director of PEFC China Initiative, gave a presentation about PEFC, our position on this issue, PEFC China and CFCC (China Forest Certification Council). This is a very good opportunity to introduce PEFC and the progress of PEFC China Initiative in North America.

China Pulp and Recycled Fibers Conference of 2008 in Shanghai

On March 27th and 28th of 2008 "Paper and Recycle Fibers Conference of 2008" was hold in Shanghai. The main organizer of this conference is the Paper Enterprises Club. PEFC China Initiative was invited to participate this conference and gave a presentation, "PEFC Certification and Pulp and Paper Industry". The participants of this conference are mainly the companies of pulp & paper industry and trading companies. There were more than 200 participants attending this conference.

The symposium "Sustainable Future of Paper Industry of China" in Haikou of Hainan Province on June 26th of 2008.

This symposium was hold by Paper/Forestry Branch Association of China National Forestry Association. The participants are mainly the members of Paper/Forestry Branch Association, institutes,



medias and the officials from the State Forestry Administration (SFA) and Environment Protection Ministry. The main topic was how to build up the "environment friendly" paper companies, decrease the bad effects to environment and upgrade the environment protection technical solutions among the paper industry.

Mr. Benson Yu, the Director of PEFC China Initiative, gave a presentation "A Leading International Forest Certification Scheme -- PEFC" It introduced the background and development of PEFC globally, PEFC China Initiative and the cooperation between PEFC and CFCC (China Forest Certification Council).

Annual Conference of China Timber Distribution Association on June 27th of 2008 in Beihai of Guangxi Province.

China Timber Distribution Association is one of the main associations in China wood trading and wood industry. It has more than 700 members, 11 direct branch organizations. The main members are wood markets members spreading in the whole country. PEFC China Initiative sponsored this annual conference in Beihai on June 27th.

In the meeting Mr. Benson Yu, the Director of PEFC China Initiative, gave a half hour presentation "PEFC Forest Certification and Forest Products Industry" This presentation mainly focused on the introduction of PEFC CoC, the market benefit and value as a PEFC CoC certified company.

