



INVITATION

You are cordially invited to attend the FSC Asia Pacific Business Forum 2022 –
“Connecting Forests to Market”

28 November, Monday

Avani Sukhumvit Bangkok Hotel

2089 Sukhumvit Road, Prakanong Nua, Wattana, Bangkok 10260, Thailand

The purpose of the FSC Asia Pacific Business Forum 2022:

- To provide an exclusive occasion for FSC certified suppliers in Asia Pacific and international buyers, retailers, and FSC promotional licence holders
- To help brands and retailers build a sustainable and strong value chain on forest products
- To connect existing FSC Asia Pacific certified suppliers to regional and international Brands and Retailers
- To promote the trending and emerging value chain with FSC-certified products available in Asia Pacific
- To launch FSC X UN-REDD Sustainable Tropical Timber Trade Network and Info Hub.

Please see the draft agenda and the proposed sponsorship opportunities below for your consideration.

[Register Here](#)

Contact Ms. Jayco Fung, Head of Market Development for FSC Asia Pacific to discuss the detail via email at j.fung@fsc.org or mobile/WhatsApp at +852 9664 0266

Check out the [Past Event Highlights](#) for the Business Forum and what participants and speakers think about the event.

FSC ASIA PACIFIC BUSINESS FORUM 2022: DETAILED AGENDA – DRAFT

Business Forum Day: 28 November 2022 (Monday)	
08:30-09:30	Registration & mingling with coffee
09:30-10:00	Welcome & opening: MC
	<p>Welcome speech Jeremy Harrison, Chief Markets Officer, FSC International (10 min)</p> <p>Keynote speech to open the event Governor, Rubber Authority of Thailand (10min)</p> <p>Update on APAC Markets: by FSC Asia Pacific (10 min)</p>
10:00–11:00	Sustainable rubber dialogue
	<p>Panel Discussions</p> <p>This session will discuss what are the drivers of sustainable rubber production. How could brands and retailers help improve smallholders' income and halt deforestation and forest degradation?</p> <p>Background: Thailand just recently topped the list of rubber exporting countries in the first half of the year, with shipments of 2.19 million tonnes valued at 70.5 billion baht with this year's total exports of natural rubber are expected to reach 4.27 million tonnes, up 3.41 per cent from last year according to the RAOT. There are 45% of total FSC certified CoC certified rubber producers in Asia Pacific region are based in Thailand and total certified forest area with natural rubber in their certification scope is 185.8k hectares in the region.</p> <p>Facilitator: WWF Thailand</p> <p style="padding-left: 40px;">a) Sustainable tire production driver to fight against deforestation with RAOT and rubber smallholders (45 min: 15 min x 3 speakers) Trat X ROAT X Pirelli</p> <p>Discussions 20 mins (all panellists)</p>
11:05–11:30	Coffee break and mingling
11:30–12:20	Sustainable rubber dialogue (continue)
	<p style="padding-left: 40px;">b) Responsible rubber value chain makes a difference to the region's tropical forests managed by FSC-certified smallholders</p> <p style="padding-left: 40px;">c) (30min: 10 min x 3 speakers)</p> <p style="padding-left: 40px;">TBC</p> <p>Discussions 20 mins (all panellists)</p>
12:20–12:30	Group photos
12:30-14:00	Lunch and networking
<p>Launch Ceremony: FSC X UN-REDD Sustainable Tropical Timber Trade Network & Info Hub</p>	

14:00–14:40	Launch Ceremony of Sustainable Tropical Timber Trade Network & Information Hub
	<p>Keynote speech: FSC APAC 5 min</p> <p>Keynote speech: FAO Rome 5 min</p> <p>Facilitator: TBC</p> <p>10 min: Introduction of the Initiative, the trade network and information hub</p> <p>15 min (Green sponsor)</p> <p>5 min: FSC x FAO Group photos</p>
14:40-15:40	Showcasing the value of sustainable tropical timber by trade network members
	<p>a) Sustainable tropical timber investment with added value to construction industry</p> <p>20 min: 10 min x 2 Presentations by Registered brands and CHs</p> <p>b) Sustainable wooden furniture is the style</p> <p>20 min: 10 min x 2 Presentations by Registered brands and CHs</p> <p>20 min: Q&A</p>
15:40-16:10 Tea break and mingling	
16:10-17:10	Possible bio circular forest value chains with FSC
	<p>This session focuses on recycled products with FSC-certified recycled Paper, packaging, hygiene and or its closed-loop design of along the value chains.</p> <p>Background: Recently Minister Varawut, at the APEC Meeting of Ministers Responsible for Forestry in Chiang Mai, Thailand, highlighted Thailand's long-term strategy, the bio-circular-green (BCG) economy model, to overcome the current global threats. One of the integrated economic approaches is to create value and promote sustainable business models forestry.</p> <p>Facilitator: TBC</p> <p>30 min: presentations by 3 brands related on their journey to establish sustainable supply chain in pulp, packaging, hygiene products</p> <p>Discussions 30 min</p>
17:10-17:20	Closing
18:00-21:00	Networking dinner
<p>Field Trip: 29 November 2022 (Tuesday)</p> <p>0800-1800 2 hours away from Bangkok, Lunch included, co-hosted by the Rubber authority Of Thailand (RAOT) & WWF Thailand</p> <p>By Invitation Only - Trip to Rubber & Rubberwood Smallholders FSC Forest Management Certified Forests and related FSC CoC-certified wood and rubber producing factories.</p>	

Sponsorship Proposal:

FSC Asia Pacific Business Forum 2022 Sponsorship Opportunities	Green 20,000 USD <i>Sponsor the launch ceremony</i>	Platinum 10,000 USD <i>Sponsor a networking dinner</i>	Gold 5,000 USD <i>Sponsor 4 smallholder representatives</i>	Silver 2,500 USD <i>Sponsor 2 smallholder representatives</i>	Bronze 1,000 USD <i>Sponsor a table at the event</i>
Sponsor's logo in foyer backdrop; sizes vary	Biggest	Bigger	Big	Medium	Small
Sponsor's logo in the APAC business forum 2022 brochure; sizes vary	Biggest	Bigger	Big	Medium	Small
Sponsor's logo on the table stands at the business forum					
FSC APAC business forum promotional material					
Sponsor's corporate video to be played during the business forum day at coffee breaks					
Speaking opportunity at the networking dinner					
Thought-leadership article to be featured on FSC APAC newsletter and website					
Core sponsor's logo on business forum goodie bags					
Sponsor's corporate video to be played at the networking dinner					
Co-branding logo on souvenirs by sponsor					
<i>Only for STTTN registered business (a retailer or certificate holder sources / produces FSC-certified products in Lower Mekong and/or China), a featured speech at the FSC x FAO launch ceremony</i>					
<i>A group photo with FSC and FAO at the launch ceremony</i>					
<i>Sponsor's showcase featured in any business-facing occasions whenever appropriate</i>					