



## FSC China Business Forum Seizing opportunities in China!

### Program

- 08:30-09:00 Registration
- 09:00-09:15 Opening remarks: Ma Lichao, National Representative, FSC China
- 09:15-11:15 **Sustainable supply chain : FSC 15 years in China**  
FSC China has become the fastest growing region in the FSC world over the past few years. Business partners in China have engaged with FSC by producing and buying FSC certified products, thus becoming part of the solution combating global deforestation and promoting responsible forest management. Companies will present case studies and will share their experiences and challenges.
- Xiaoping Wang, Secretary-General of Beijing Forestry Society/Chair of the FSC China Board of Trustee  
Mikhail Tarasov, Forestry Manager, IKEA  
Ian Blanden, Managing Director, Stora Enso  
Mary Ma, Environmental Marketing Manager, UPM  
Ringo Mo, General Manager, Toppan Vite
- 11:15 – 11:35 Coffee break
- 11:35 – 12:20 **Online Claims Platform: Building a stronger FSC**  
FSC will launch the Online Claims Platform (OCP), in the aim of building a stronger and more credible FSC system by quickly and efficiently validating FSC product claims as they pass through supply chains. The session will give insights into the benefits and tasks related to this new tool of the FSC system.
- Janet Zhang, Online Claims Platform Asia Pacific Coordinator, FSC
- 12:20 - 13:35 Lunch



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13:35 – 14:55

### **NGO, Businesses and FSC: The perfect engagement**

NGOs, associations and other initiatives increasingly engage with the corporate sector to influence their supply chain and ethical agenda in China. Panelists will provide their perspectives on working with the private sector towards positive social, environmental and economic impacts.

Rashid Kang, China Forest and Ocean Campaign Manager, Greenpeace  
Zhonghao Jin, GFTN-China Manger, WWF  
Raymond Zhu, CEO, International Operation, Nature Home (Holding) Group

14:55 – 15:10

Coffee break

15:10 – 16:50

### **Session 4: Consumers: The final frontier**

Purchases from consumers and consumer awareness are the ultimate part of the value equation for FSC, they are the final frontier. Using FSC as an example, the panel will discuss how to drive true consumer behaviour change across all categories in order to reach our broadest end goals. FSC will present current market trends and drivers for the business community to get engaged with FSC, as well as the initiatives to improve FSC's presence in the market, and new tools supporting certificate holders in promoting their certification.

Alan Zhou, Buying Manager, B&Q  
Jessy Yuan, Brand manager, Kimberly-Clark  
Eric Wong, Senior Environment Manager, Tetrapak  
Yi Lan, Key Account Manager, FSC China

16:50 – 17:00

Wrap up and closure: Alistair Monument, FSC Asia Pacific Regional Director



## 新市场 新机遇 中国商业伙伴论坛

### 日程

08:30 - 09:00 签到

09:00 - 09:15 欢迎致辞：马利超, FSC中国代表

09:15 - 11:15 **主题演讲：可持续供应链：FSC中国市场的挑战与机遇**

过去几年中，FSC认证在中国获得了飞速发展，成为FSC认证全球增长最快的地区。FSC中国的商业伙伴通过采购、制造和销售FSC认证的产品，实践了企业的社会责任，也成为阻止全球毁林，提倡负责任森林经营活动的关键推动者。商业机构将分享其在FSC工作方面的经验和挑战。

北京市林学会秘书长、FSC中国理事会主席，王小平

宜家家居森林经理，Mikhail Tarasov

斯道拉恩索总经理，Ian Blanden

芬欧汇川环境市场经理，马源源

凸版快捷财经印刷营销部总经理，毛紹豪

11:15 – 11:35 茶歇

11:35 – 12:20 **主题演讲：构建更可信的系统：FSC在线申报平台(OCP)**

FSC将启用新的工具“在线申报平台”（OCP）。OCP可以快速验证产销链中的FSC产品声明是否有效，协助FSC构建更为强劲和可信的体系。该环节将使您深入了解OCP的优势及使用方法。

FSC，在线申报平台亚太协调员，张婧

12:20 – 13:35 午餐



## 新市场 新机遇 中国商业伙伴论坛

13:35 – 14:55

**主题演讲：非政府组织(NGO)与企业：合作带来改变**

NGO，行业协会和其他社会组织越来越多开始与企业互动，以影响其供应链和社会责任。演讲者将分享这种互动过程及其所产生的积极的环境和社会影响。

绿色和平森林和海洋项目经理，Rashid Kang

世界自然基金会全球森林贸易网络（中国）经理，金钟浩

大自然家居工程国际事业部CEO，朱宏耀

14:55 – 15:10

茶歇

15:10 – 16:50

**主题演讲：消费者意识：认证体系最关键的一环**

消费者的意识和购买选择是认证体系价值链的最后也是最关键的一环。该环节汇集企业消费者教育案例，探讨如何推动消费者转变消费模式。FSC也将介绍FSC全球消费者调研结果，市场趋势及FSC市场推广工具和进程。

百安居采购经理，周健

金佰利产品经理，袁洁

利乐资深环保经理，王香泉

FSC中国大客户经理，易兰

16:50 – 17:00

**结束致辞：Alistair Monument, FSC 亚太区总监**