

2008 CWI Wood Flooring Cooperation Summit Agenda
(The agenda for reference, last agenda depend on actual execution)

Nov. 11, 11:00-22:00 Registration

Nov. 12, Field Trip-Danyang Power Dekor Production Base

Nov. 13 A.M. Beijing City, 4th Floor

Time	Section	Main activity & Topic	Speaker	Company
8:00-8:30		Free communication		
8:30		General introduction of the Summit	Hongfan Li	President, China Wood International Inc
08:35-08:58	SECTION1	Opening ceremony	Host: Sunny X.Qian	Vice chairman, China National Forest Product Industry Association
	1	Opening Speech	Wang Zhibao	Ex. General Director, China Forestry Ministry
	2		Weng Shaobin	President, Power Dekor Group & DareGlobal
	3		Janusz Zajdel	European Federation of the Parquet Industry
	SECTION2	Global wood flooring industry and market - current status and development trend	Host: Hongfan Li	China Wood International Inc
9:00-9:30	1	U.S. Floor Coverings Market Trends: Opportunities and Outlook	Michel Gagne	President of Gagne Global Sourcing
9:30-10:00	2	Wooden flooring consumption in Europe: A non-partisan market assessment	Henrik Stoldt	Senior editor of Parquet International Magazine
10:00-10:10	Q&A			
10:10-10:30	Coffee Break			
10:30-11:10	3	China Wood Flooring industry - current status and market trend (macroscopical)		
		Effect of macro-economy development upon China wood flooring industry	Liao Yingmin	State Development Research Center
		Current situation of China real estate market and its effect upon wood flooring industry	Tong Yuezhong	Vice Chairman, China Real Estate and Housing Research Committee
		Industries associated with China wood flooring and forest policy	Sunny X. Qian	Vice chairman, China National Forest Product Industry Association
11:10-11:50	4	Current Situation and the Future of China Wood Flooring Industry	Michael Wang	Global director of McKinsey & Company
	5	Market in company's view: current situation and trend of China wood flooring industry	Guo Hui	Vice president of Power Dekor
11:50-12:10	Q&A			
12:10-13:30	Lunch	France Cafeteria, Grand Floor		
Nov. 13 P.M. Beijing City, 4th Floor				
13:30-14:10	6	Other new markets - current status and market trend		
		Russian market	Alexander Voropaev	Russia FTN Coordinator,WWF Russia
		Indian market	Lily Lin	Berhan Indufor Ltd
14:10-14:20	Q&A			

	SECTION3	International cooperation - advantage match in industry and market	Host: Michel Gagne	President, Gagne Global Sourcing
14:20-15:10	Panel 1	Overseas market and advantage match - create more demand for flooring 1. Advantage match between China and abroad - product's innovation, cost saving, improve added-value 2. Analysis of marketing channel and mode, creating new opportunity 3. Strategy under gloomy economy and how to prepare to respond to economic recovery	Janusz Zajdel	President, Baltic Wood S.A.
			Dan Natkin	Director - Wood Business, Mannington Mills
			Alex Liu	Vice GM, Power Dekor International Business Dept.
15:10-16:00		Chinese market and advantage match - use and innovation of marketing channel and mode 1. Analysis of current marketing channel and mode and its innovation and development 2. How to promote overseas brand by Chinese marketing channel and mode 3. How to create new market need and opportunity	Guo Hui	Vice president of Power Dekor
			Michael Liu	Board Chairman, New Elegant Corporation
			Wang Sheng	General Manager, Refercenter Consulting Corporation
	Janusz Zajdel		President, Baltic Wood S.A.	
			Dan Natkin	Director - Wood Business, Mannington Mills
16:00-16:20	Coffee Break			
	SECTION4	Internationalization of Chinese wood flooring corporation		
16:20-17:10	Panel 1	How to make Chinese wood flooring manufacturers internationalized - OEM manufacturer - brand server - the position of Chinese company in international market - Structure innovation of international flooring industry, market opportunity, constraint - Domestic flooring industry and market environment, capability of domestic company - Inner impetus for company's development	Guo Hui	Vice president of Power Dekor
			Jesse Xia	Aisa Pacific President, Anderson Hardwood Floors
			Raymond J. Hegarty	Flooring Industries, Unilin Group
			Michel Gagne	President, Gagne Global Sourcing
			Cao Pingxiang	Gold Field Homag
17:10-17:30	Panel 2	Leader group suggests to Chinese flooring industry: 1. position of Chinese wood flooring industry in international market and development prospect 2. product's type, quality, production management and innovation 3. delivery and logistic management, after-sales service	Michel Gagne	President, Gagne Global Sourcing
			Janusz Zajdel	President, Baltic Wood S.A.
			Dan Natkin	Director - Wood Business, Mannington Mills
17:30-17:40	Q&A			
18:00-18:30		Free communication Shanghai Restaurant, 2nd Floor		
18:30-18:35	Welcoming Banquet	Welcoming Speech	Weng Shaobin	President, Power Dekor Group & DareGlobal
18:35-20:00		Entertainment		
20:30		Ending of the banquet		
Nov. 14 A.M. Beijing City, 4th Floor				
	SECTION5	Challenge and reaction to internationalization	Host: Jin ZhongHao	GFTN-China Manager, WWF Beijing Office
9:00-9:30	1	Impact of Lacey act upon Chinese flooring industry	Adrian Emch	Sidley Austin LLP
9:30-10:20	2	Forest certification and green purchasing	Benson Yu	PEFC China
		TTAP & TFT-Tools to Ensure Legal/Sustainable Wood	Lewis Du	Tropical Forest Trust China
		Green purchasing--Suggestion come from Construction Material Supermarket	Darwin Nie	Buying Office, ADEO Group China
		New requirement for formaldehyde emission from California Air Resources Board and how Chinese flooring companies react to it	Johnson Gong	Woodworking SBV Manager, Henkel

10:20-10:35	Q&A			
10:35-10:50	Coffee Break			
10:50-11:20	3	How to respond from Chinese flooring companies	Zhang Weixiang	VP, Power Dekor -Kahrs
			Michael Liu	Board Chairman, New Elegant Corporation
11:20-11:40	4	The growing need for Responsible Trade in Forest Products	Richard McLellan	Head,WWF GFTN
11:40-11:50	5	Impact of international environment protection policy upon China wood products industry	Sunny X.Qian	VP, China National Forest Product Industry Association
11:50-12:00	Q&A			
		Sum up	Sunny X.Qian	VP, China National Forest Product Industry Association
12:00-13:30	Lunch	France Cafeteria, Grand Floor		
Nov. 14 P.M. China City, 3rd Floor				
	SECTION6	GFTN Annaul Convention & Tranning		
13:30-14:00	1	FSC/HDVF/GFTN in Rusia FE	Denis Smirnov	Head of Forest Program, WWF Russia
14:00-14:20	2	GFTN Rules (Action Plan, Communication)	Xie Na	Forest Program Coordinator, WWF Beijing Office
14:20-14:35	3	GFTN Audit	Li Ting	Project Manager,Planning and Design Academy of Forestry Products Industry,State Forestry Administration
14:35-15:00	4	COC data base and Lacey Act	Han Xingrong	Doctor, Planning and Design Academy of Forestry Products Industry, State Forestry
15:00-15:10	5	Evaluation of GFTN-China	Xu Bin	Project Director of Rainforest Alliance China Project Office, Chinese Academy of Forestry
15:10-15:20	6	Announce New Participants	Richard McLean	Head,WWF GFTN
15:20-15:30	7	Speech of the rep of the new Participants	Power Dekor	
15:30-15:40	8	Welcome the new Participants	Richard McLean Old Participant	Head,WWF GFTN
15:40-15:55		Tea Break		
15:55-16:15	9	Review and foresee of GFTN- China	Jin Zhonghao	GFTN-China Manager, WWF Beijing Office
16:15-17:15	10	Discussion of the work of GFTN-China 1. The key achievements and issues of last year 2. The key expectations of next year 3. Key concerns or suggestions on the fee use		
17:15-17:25	11	Report back by each Panels		
17:25-17:45	12	Recap and Feedback	Jin Zhonghao	GFTN-China Manager, WWF Beijing Office
17:45-18:00	13	Sum up	George White	Responsible Purchasing Coordinator, Global Forest & Trade Network