



FSC Asia Business Encounter 2023

An online event for promoting FSC-certified wood furniture supply from Vietnam to North America

Click here to register: [Zoom Webinar Registration](#)

Please also complete this survey: [Registration Survey](#)

Time: December 14, 20:00-21:30 PM Eastern Time US / December 15, 08:00-09:30 AM Vietnam

Organizers: WWF and FSC

Format: Interactive zoom webinar in English with simultaneous interpretation into Vietnamese

Background:

A growing number of prominent retailers in the U.S. and Europe have adopted policies that preference Forest Stewardship Council (FSC)-certified wood products and are interested in sourcing more certified products from Vietnam. In the U.S., a number of these companies have been meeting regularly in a Responsible Wood Sourcing Group, one of whose goals is to increase the availability of FSC wood furniture and other value-added products. World Wildlife Fund (WWF) and Forest Stewardship Council (FSC) are working together to build on this momentum by:

- supporting the growth in the supply of FSC-certified products from Vietnam and other Asia-Pacific countries to North America
- focusing on key materials – for example, sawnwood (incl. rubberwood), veneer, plywood, fibreboard and particleboard – whose availability in FSC is currently limited, constraining Vietnamese companies' ability to provide FSC-certified products that comply with retailers' policies and contribute toward their sourcing goals
- facilitating matchmaking between interested buyers and sellers, particularly those who offer FSC-certified products currently and/or could ramp up production if there is sufficient demand

Main purposes of the event:

- Encourage the growth of the responsible wood product and furniture trade between Vietnam and North America
- Inform Vietnamese companies about demand for FSC-certified wood product and furniture from top retailers and brands
- Share WWF and FSC's strategy for supporting the growth of FSC supply in Vietnam & connecting supply and demand

Key participants:

- Major US retailers, including those participating in WWF-US's Responsible Wood Sourcing Group, including CITY Furniture, Costco, Lowe's, Macy's, Williams-Sonoma
- Vietnamese manufacturers of wood furniture and input materials for wood furniture
- Vietnamese companies in the rubber sector
- Industry associations representing Vietnam's wooden furniture and rubber sector

Event Agenda

Part 1: Opening Words (10 minutes):

Speakers:

- *Thi Que Anh Vu, FSC Vietnam - Welcome & Introduction*
- *Jason Grant, WWF US - Responsible Wood Sourcing Group*

Part 2: Demand for FSC Certified Wood Furniture (20 minutes):

Selected retailers share their wood policies and responsible sourcing practices and describe challenges to fulfilling their preference for FSC-certified products; Sustainable Furnishings Council provides information about the [Wood Furniture Scorecard](#)

Speakers:

- *Jameson Dion, CITY Furniture*
- *Angie Kenny, Sustainable Furnishings Council*
- *Tonette Lim, Costco*
- *David Williams, Williams-Sonoma*

Part 3: FSC Bottlenecks (20 minutes):

An association representing wood product and furniture manufacturers in Vietnam will provide an overview of the industry and reflect on industry-wide challenges in supplying FSC-certified products; WWF US-Responsible Wood Sourcing Group will introduce their ongoing work in collaboration with FSC in supporting the growth of FSC wood supply in Vietnam, reflecting on results to date and sharing future plans

Speakers:

- *Mr. Tran Le Huy, Vice Chair cum General Secretary of The Forest Products Association of Binh Dinh (FPA Binhdinh)*
- *Jason Grant, WWF US - Responsible Wood Sourcing Group*

Part 4: FSC Supply: (30 minutes total):

Vietnamese furniture manufacturers, **input material** manufacturers and a rubber company share information about their business, capacity to supply FSC, and key challenges:

Speakers:

- *Mr. Nguyen Huu Thien (Mr. Alex), Sales Manager of Hoang Thong Furniture*
- *Ms. Nguyen Ngoc Bich (Ms. Lisa), Sales Manager of Thinh Viet Furniture*
- *Ms. Tran Thi Anh Quyen, Sales Manager of Hoang Hung Furniture*
- *Mr. Ha Dang Chinh, Sale Manager of Woodsland Joint Stock Company*
- *Mr. Pham Tien Phong- Sale Manager- Kim Tin MDF Dong Phu Corp.*
- *Mr. Nguyen Duc- Sale Manager- Thanh Thanh Dat Joint Stock Company*
- *Ms. Nguyen Thi Thuong, Director, Hoa Phat-Binh Phuoc Forestry JSC.*

Part 5: Closing Words (10 mins):

Speakers:

- *Neha Simlai, FSC APAC*
- *Jason Grant, WWF US - Responsible Wood Sourcing Group*