

Specialized Sub-forum 1 on Timber Legality and Sustainability: Addressing Uncertainty in Global Timber Trade Barriers

Co-organized by

- International Tropical Timber Organization (ITTO)
- European Timber Trade Federation (ETTF)

1/F Ballroom I: (24 September 2025, 09:00-13:30)

This specialized sub-forum will discuss current issues related to timber trade barriers among different stakeholders, which will share experiences and learn from different views voiced by actors along the supply chains of timber and timber products on aspects related to international timber trade barriers. Informing the existing and direction of development of advanced technology and innovations will facilitate respective authorities and business actors of consumer and producer countries to deal with timber trade barriers at national, regional and global scale.

The specialized sub-forum will be divided into two sessions as follows:

Session 1: Effects of timber trade barriers on legal and sustainable supply chains

This Session will discuss the dynamics of timber and timber products trade with regard to barriers that need to be anticipated and dealt with by all actors along the supply chains.

Session 2: Appropriate innovations in response to evolved challenges of legal and sustainable timber supply chains

The discussions in Session 2 will highlight the role of advanced technologies and innovations to support stakeholders along the supply chains of timber and timber products to address challenges and opportunities of timber trade barriers to minimize its negative impacts.





Wednesday, 24 September 2025		
09:00-	Opening Session	
09:15	Opening Remarks by Ms. Sheam Satkuru, ITTO Executive Director	
09:15- 11:15	Session 1: Effects of timber trade barriers on legal and sustainable supply chains	
	Moderator: Ms. Sheam Satkuru, ITTO Executive Director	
	Presentations (75 minutes): How to Survive in a Scenario of Increasing Global Barriers to the Timber Trade Dr. Ivan Tomaselli, President, STCP Brazil Timber Legality and Sustainability – are global timber trade barriers leading to uncertainty? Mr. Nils Olaf Petersen, Secretary General, European Timber Trade Federation (ETTF) Communicating a Country's Regulation on Combating Illegal Logging – The Case of Australia Illegal Logging Prohibition Act Ms. Cassandra Price, Assistant Director, International Forest Policy, Department of Agriculture, Fisheries and Forestry, Australia Navigating Global Timber Trade Barriers: Challenges and Strategies for Indonesia's Furniture Industry Perspective Mr. Erick Luwia, Vice President, the Indonesian Furniture Industry and Handicraft Association (ASMINDO) Specific Measures Introduced/Steps Taken by Malaysia to Meet International Timber Market Regulations Dr. Farrah Shameen, CEO, Malaysian Timber Certification Council (MTCC) Panel Discussion (45 minutes): Dr. M. Nurudeen Iddrisu, Director of Trade and Industry, ITTO Dr. Ivan Tomaselli, President, STCP Brazil Mr. Nils Olaf Petersen, Secretary General, European Timber Trade Federation (ETTF) Ms. Cassandra Price, Assistant Director, International Forest Policy, Department of Agriculture, Fisheries and Forestry, Australian Mr. Erick Luwia, Vice President, the Indonesian Furniture Industry and Handicraft	
	Association (ASMINDO) • Dr. Farrah Shameen, CEO, Malaysian Timber Certification Council (MTCC)	
11:15- 11:30	Short Break	
11:30- 13:30	Session 2: Appropriate innovations in response to evolved challenges of timber legal and sustainable supply chains	





Moderator: Mr. Nils Olaf Petersen, Secretary General, European Timber Trade Federation (ETTF)

Presentations (75 minutes):

The Use of Block-Chains Technology to Support Legal and Sustainable Supply Chains: an Introduction of the Blockchain-based Timber Traceability System (BTTS)

• Ms. Yuran Fu, Project Expert, ITTO BTTS Activity

Development of Innovative Integrated Timber Data in the Asia-Pacific for Enhancing Legal Timber Trade

• Dr. Ratih Damayanti, Director of Research Policy, National Research and Innovations Agency (BRIN), Indonesia

Technology-Driven Approaches to Legal and Sustainable Timber Supply Chain in the Philippines

• Dr. Jennifer M. Conda, Researcher, Department of Science and Technology, Forest Products Research and Development Institute, Philippines

Development of DNA-based wood species identification and other techniques for Timber legality

Dr. Jiyoung Ahn, Research Official, National Institute of Forest Science, Korea
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Strengthening Forest Enforcement Activities at Log Export Points through Innovation Initiatives and Stakeholder Collaboration

 Dr. Modin anak Ambau, Law Enforcement Division, Sarawak Forest Department, Malaysia

Panel Discussion (45 Minutes):

- Ms. Cindy Cheng, Director, FSC Asia-Pacific Region
- Dr. Ratih Damayanti, Director of Research Policy, National Research and Innovations Agency (BRIN), Indonesia
- Dr. Jennifer M. Conda, Researcher, Department of Science and Technology, Forest Products Research and Development Institute, Philippines
- Dr. Jiyoung Ahn, Research Official, National Institute of Forest Science, Korea
- Dr. Modin anak Ambau, Law Enforcement Division, Sarawak Forest Department, Malaysia

13:30- **Closing**

13:40 Ms. Sheam Satkuru, ITTO Executive Director

Contact Person:

ITTO Secretariat:

Mr. Tetra Yanuariadi – tetra@itto.int (WhatsApp: +819030671963)

Ms. Elsie Yang - yang@itto.int





Specialized Sub-Forum 2 on Sustainable Timber Resources, Markets and Trade: *Green, Innovative, Sustainable*

Co-organized by:

- China Timber & Wood Products Distribution Association (CTWPDA)
- International Tropical Timber Technical Association (ATIBT)
- TRAFFIC International
- Zhejiang Tucson Custom Home Furnishing Inc.

1/F Ballroom II+III: (24 September 2025, 09:00-12:30)

As the organizers of Sub-Forum 2, China Timber & Wood Products Distribution Association (CTWPDA), International Tropical Timber Technical Association (ATIBT) and TRAFFIC will lead discussions on the theme "Green, Innovative, Sustainable." The Sub-forum 2 will delve into key issues related to resources, markets, and trade, focusing on how enterprises worldwide can jointly foster a sustainable and high-quality timber and wood products market in an evolving global environment. 120-150 industry representatives will be invited, and participants could also attend the main forum, display, and B2B matchmaking sessions.

Wednesday, 24 September 2025	
08:30- 09:00	On-site Registration
09:00- 09:10	Welcome Remarks
	 Mr. Li Jiafeng, President, China Timber and Wood Products Distribution Association Representative from ATIBT Mr. CHEN Hin Keong, Senior Director, TRAFFIC Asia-Pacific Region
09:10- 10:25	Keynote Session
	Market Situation and Characteristics of China's Tropical Timber and Wood Products





Ms. Shen Wei, Secretary General, China Timber & Wood Products Distribution Association (CTWPDA)

Sustainable Timber Supply Chain Management in Europe - EUDR Interpretation

Ms. Caroline Duhesme, Director, Innovation and Strategy at Association Technique Internationale des Bois Tropicaux (ATIBT)

Policies and Market of the African Tropical Timber Supply and Processing Industry

Mr. Denis Mahonghol, Director, TRAFFIC International's Programme Office for Central Africa

New Pattern of International Trade — Opportunities and Challenges of Wood Processing **Industry in Southeast Asian**

• Ms. Linh Nguyen, Programme Officer, TRAFFIC International in Vietnam

Changes and Trends in the Market Structure of Fiji's Timber and Wood Products

Mr. Tevita Bulai, Acting Conservator of Forest, Ministry of Forestry, Republic of

Roundtable: Discussion on Successful Cases of Enterprises Practicing Innovation and **Sustainable Development**

Moderator: Mr. Jin Zhonghao, Senior Advisor, WWF China Beijing Office Panelists:

10:25-11:25

- Mr. Benoît Jobbé-Duval, Managing Director, Association Technique Internationale des Bois Tropicaux (ATIBT)
- Ms. Sofia Ryder, Senior Technical Advisor, China-Uk Collaboration on International Forest Investment and Trade (InFIT) Programme
- Mr. Li Zhijun, General Manager, Zhejiang Boer Wood Co., Ltd.
- Mr. Charles Kwan, President, Dongguan Hongli Wood Products Factory Co., Ltd.
- Ms. Wei Xiaona, President, Henan Huaxiang Linyuan Wood Industry Co., Ltd.

New Product Launch: Market Trends, Consumer Insights, and New Technologies

Introduction to Emerging Tropical Species in Africa

Mr. Benoît Jobbé-Duval, Managing Director, Association Technique Internationale des Bois Tropicaux (ATIBT)

Application of Data Platforms in Domestic Timber Trade

Mr. Fred Ellis, Wildlife Trade Analyst – Financial Specialist, TRAFFIC 11:25-**Tuson's Journey to Sustainable Development** 12:30

Mr. Wang Weiyang, Vice Chairman and President, Zhejiang Tucson Custom Home Furnishing Inc.

Global Launch of HENF-Level Dual-Water-Based Three-Layer Solid Wood Flooring

- Mr. Gu Guohua, Chairman, Zhejiang Shangchen Home Technology Co., Ltd.
- Innovative Practices in Large-Scale Continuous Flat-Press MDI-Bonded Plywood
 - Mr. Pan Licheng, Executive Deputy General Manager, Chongzuo Guanglin Difen New Material Technology Co., Ltd.

Contact Person:

CTWPDA: siran.ma@cnwood.org; chc@cnwood.org





Specialized Sub-forum 3 on Furniture & Customized Home Furnishings: Market Trends and Industry Innovations in Furniture & Home Furnishings

Co-organized by

- China Wood Protection Industry Association (CWPIA)
- Malaysian Interior Industry Partners Association (MIIP)

Executed by

- Guangdong Shunde Bomuyuan Education Technology Co., Ltd.
- Interior Architecture Design Exchange Center (Guangdong)

2M/F Vista: (24 September 2025, 09:00-12:30)

This sub-forum aims to deepen the green and intelligent transformation of the furniture and home furnishings industry. By building a high-level dialogue platform that brings together global industry leaders, technological pioneers, and innovators, it focuses on core issues of sustainable development pathways and digital transformation strategies, providing systematic solutions for industrial upgrading.

The forum is structured into two main parts:

Part 1: Green Sustainable Development and Innovative Transformation in the Furniture & Home Furnishings Industry

Part 2: Digital Transformation and Design Innovation in the Furniture & Home Furnishings Industry.

In addition to the organizers and executing units, the Sub-forum 3 also involves the following supporting organizations: Dingfeng Hui; Macau Interior Design Commercial Association; Lunjiao Woodworking Machinery Chamber of Commerce; Home Furnishing & Building Materials Industry Committee of China Chamber of International Commerce; Central Asian and Chinese Furniture and Building Materials Industry Association; Guangdong Custom Home Association; Guangdong Intelligent Manufacturing Association; Guangzhou Custom Home





Furnishing Industry Association; Qingfeng Furniture Association; Ningjin County Furniture Industry Association; Ganzhou Nankang District Furniture Association; Zhongshan Office Furniture Business Association.

	Wednesday, 24 September 2025		
09:00- 09:20	Opening Session		
	Mr. Xing Xiaobo, Vice President, China Wood Protection Industry Association		
	 Mr. Liu Guanzhong, Senior Professor of Liberal Arts (First Cohort), Tsinghua University / One of the Founders of Industrial Design in China 		
	Mr. Tay Seng Chai, President, Malaysian Interior Design Partners Association		
	 Mr. Taniela Whippy, Director, Timber Utilization and Wood Products, Ministry of Forestry, Fiji 		
	 Ms. Jiang Yinghong, Second-Level Inspector, the Forestry Department of Guangxi Zhuang Autonomous Region 		
	Mr. Markus Frentrop, Global Head, RAL COLOURS. (VIDEO REMARKS)		
09:20- 09:25	Launch Ceremony		
	Achievement Release: "Ninghai Bamboo Tower" – The World's Tallest Bamboo Structure • Mr.Xiao Yan, Qiushi Chair Professor, Zhejiang University		
09:25- 10:55	Session I: Green and Sustainable Development & Innovative Transformation in the Furniture and Home Furnishings Industry		
	Moderator: Yang Feng (Founder, Dingfenghui) Keynote speech (45 minutes):		
	Keynote speech (45 minutes): Opportunities and Challenges in Southeast Asia's Furniture and Home Furnishings Industry-		
	Keynote speech (45 minutes): Opportunities and Challenges in Southeast Asia's Furniture and Home Furnishings Industry- "Vulnerabilities of Myanmar's Wood and Furniture Industries"		
	Keynote speech (45 minutes): Opportunities and Challenges in Southeast Asia's Furniture and Home Furnishings Industry- "Vulnerabilities of Myanmar's Wood and Furniture Industries" • Mr. Kyaw Kyaw Win, Chairman, Myanmar Furniture Industries Association		
	Keynote speech (45 minutes): Opportunities and Challenges in Southeast Asia's Furniture and Home Furnishings Industry- "Vulnerabilities of Myanmar's Wood and Furniture Industries" • Mr. Kyaw Kyaw Win, Chairman, Myanmar Furniture Industries Association Integrated Home Furnishing, Go with the Flow • Mr. Du Haiyun, Chairman, Guangdong Shangchi Smart Home Group Co., Ltd.		
	Keynote speech (45 minutes): Opportunities and Challenges in Southeast Asia's Furniture and Home Furnishings Industry- "Vulnerabilities of Myanmar's Wood and Furniture Industries" • Mr. Kyaw Kyaw Win, Chairman, Myanmar Furniture Industries Association Integrated Home Furnishing, Go with the Flow • Mr. Du Haiyun, Chairman, Guangdong Shangchi Smart Home Group Co., Ltd. Persistence and Innovation in Green Home Furnishings		
	Keynote speech (45 minutes): Opportunities and Challenges in Southeast Asia's Furniture and Home Furnishings Industry- "Vulnerabilities of Myanmar's Wood and Furniture Industries" • Mr. Kyaw Kyaw Win, Chairman, Myanmar Furniture Industries Association Integrated Home Furnishing, Go with the Flow • Mr. Du Haiyun, Chairman, Guangdong Shangchi Smart Home Group Co., Ltd. Persistence and Innovation in Green Home Furnishings • Mr. Lu Weiguang, Chairman, Shanghai Anxin Flooring Group Co., Ltd. Green Supply Chain Empowering the Furniture and Home Furnishings Industry: Market Trend		
	Keynote speech (45 minutes): Opportunities and Challenges in Southeast Asia's Furniture and Home Furnishings Industry- "Vulnerabilities of Myanmar's Wood and Furniture Industries" • Mr. Kyaw Kyaw Win, Chairman, Myanmar Furniture Industries Association Integrated Home Furnishing, Go with the Flow • Mr. Du Haiyun, Chairman, Guangdong Shangchi Smart Home Group Co., Ltd. Persistence and Innovation in Green Home Furnishings • Mr. Lu Weiguang, Chairman, Shanghai Anxin Flooring Group Co., Ltd. Green Supply Chain Empowering the Furniture and Home Furnishings Industry: Market Trend Analysis Based on Sustainable Development		
	Keynote speech (45 minutes): Opportunities and Challenges in Southeast Asia's Furniture and Home Furnishings Industry- "Vulnerabilities of Myanmar's Wood and Furniture Industries" • Mr. Kyaw Kyaw Win, Chairman, Myanmar Furniture Industries Association Integrated Home Furnishing, Go with the Flow • Mr. Du Haiyun, Chairman, Guangdong Shangchi Smart Home Group Co., Ltd. Persistence and Innovation in Green Home Furnishings • Mr. Lu Weiguang, Chairman, Shanghai Anxin Flooring Group Co., Ltd. Green Supply Chain Empowering the Furniture and Home Furnishings Industry: Market Trend Analysis Based on Sustainable Development • Mr. Yang Qiugui, Marketing GM, Zhuhai Zhanchen New Material Co., Ltd. Panel Discussion (45 minutes): Green Innovation: The Sustainable Development Path for the Furniture and Home Furnishings		





- Mr. Thongsavanh SOULIGNAMAT, President, Lao National Wood Products Industry Association
- Mr. Rocky Chan, Founder & Chief Designer, Rocky Design HK Limited
- Mr. Wu Wei, Design Director of Wuwei Design, Co-founder of Interior Design & Supplier Platform
- Ms. Zheng Shixiao, Guangdong Executive Secretary, CIID Interior Architecture Design Exchange Center.
- Mr. Wang Tianbing, President, Guangzhou Custom Home Furnishing Association
- Mr. Wen Feng, Secretary-General, Home Furnishing & Building Materials Industry Committee of China Chamber of International Commerce.
- Mr. Yang Jingdong, Secretary-General, Ningjin Furniture Industry Association
- Mr. Miles Zhang, Chief Executive Officer, Meihome Home Furnishings
- 10:5512:25

 Session II: Digital Transformation and Design Innovation in the Furniture and Home Furnishings
 Industry

Keynote speech (45 minutes):

In the Name of Design: Bridging Aesthetics and Lifestyle in Home Furnishings

 Mr. Siza Cham, Founder, TCDI Thinkidea International Architects / Greater Bay Area Chairman, Macau Interior Design Chamber of Commerce

The Path to Counter-Trend Growth in the Home Furnishing Industry

Ms. Zhang Mei, General Manager, Shanghai Wanli Home Furnishing Co., Ltd.

Al-Driven Design for Better Living: From Concept to Practice - Pathways and Strategies

Mr. Lan Jianping, Partner, Sino-French Design Center / Vice President, WGDO France

KNOW + IMPROVE Sharing of International Color Feeling 2026+ Trend Report

Ms. Yang Yang, Asia Business Director, RAUL Public Limited Company

Panel Discussion (45 minutes):

Future Innovation Trends in Furniture and Home Furnishings: The Driving Force of Smart Technology and Digital Innovation

Moderator: Mr. Huang Wei, Founder, Foshan Mechanical Cat Business Co.

Panelists:

- Mr. Patrick Fong, Director and Founder, Patrick Fong Design (Hong Kong) Ltd.
- Mr. Hu Xianjin, General Manager, Red Apple Manufacturing
- Mr. Liang Guowen, General Manager, Roco Delivery Center
- Mr. Kang Hua, General Manager, Macio Manufacturing Center
- Mr. Hao Jialin, General Manager, Byhome Customization
- Ms. Chen Lishan, Secretary-General, Shunde Interior Design Association
- Mr. Wang Fangxian, General Manager, Zhejiang Jianyang Polymer Technology Green Building Materials Division
- Mr. Peng Yuanrui, Director, Sco Home Furnishing Division

12:25-12:30 Award Ceremony





	2025 Recommended Benchmark Brands for New Quality Productivity in Overseas Expansion
	2025 Green and Low-Carbon Development Exemplary Enterprises
	Sustainable Design Champion Award
	Design Vanguard Award
12:30	Closing

Contact Person:

CWPIA Secretariat:

Mr. Songyan Guan - cwpia2011@163.com





Specialized Sub-forum 4

on Green Finance and Innovative Facilitation Measures for Green Supply Chains:

Empowering the Value of Ecological Products through Forest and Timber Supply Chain Finance

Co-organized by

- Global Green Supply Chain of Forest Products (Macao) Federation
- Banco Nacional Ultramarino
- Generations Fund

Collaborating Partners

- Gabon Asian Forest and Wood Industry Association (UFIAG)
- China Cameroon Timber Industry Association
- Ejinhoro Indonesia International Research Institute Foundation
- Doors Association of Guangdong

1/F Conference Room I+II: (24 September 2025, 09:00-12:30)

This Sub-forum aims to explore pathways for integrating green finance with the timber and home furnishing supply chain, define the positioning, functions, and operational model of the "Global Green & Green Finance Platform" and promote its establishment in Macao, establish a "Working Group for Advancing the Global Green & Green Finance Platform" and adopt a resolution involving banks, industries, international organizations, and other stakeholders to jointly develop the platform.

Key topics include:

- Investment Progress of Green Finance in the Private Sector
- Introduction of the Action Framework for Promoting Legal and Sustainable Timber Supply Chains and its demonstration action
- Global Green & Green Finance Platform Design Plan
- Innovation in Green Financial Products
- Cross-Border Timber Trade





- Credit Support for Traceability and Certified Enterprises
- Demonstration of a Mutually Beneficial Win-Win Model for Rural Revitalization Leveraging Macao's Global Outreach

Wednesday, 24 September 2025		
09:00- 09:05	Group Photo	
09:05- 09:20	Opening Ceremony Moderator: Mr. Shen Peng, Executive Dean, Shenzhen Greater Bay Area Financial Institute ◆ Remarks by Dr. Yuan Bing, Chairman of Global Green Supply Chain of Forest Products (Macao) Federation, Partner and Chief Risk Officer of Generations Fund, and Director of Ecological Product Value Realization Special Fund under China Green Carbon Foundation	
	Remarks by Mr. Carlos Cid Álvares, CEO, Banco Nacional Ultramarino (BNU) Macao	
09:20	Keynote Speech Moderator: Mr. Shen Peng, Executive Dean, Shenzhen Greater Bay Area Financial Institute Investment Progress of Green Finance in the Private Sector	
09:20- 10:20	Mr. Jos de Best, External Funds Programme Coordinator, Common Fund for Commodities (CFC) Introduction of the Action Framework for Promoting Legal and Sustainable Timber Supply Chains and its demonstration action	
	 Dr. Luo Xinjian, Secretary General, Global Green Supply Chains Initiative (GGSC) 	
	 Global Green & Green Finance Platform Design Plan Mr. Chen Neng, Director, Center for Industry-Finance Integration, Global Green Supply Chain of Forest Products (Macao) Federation Representatives from financial institution deliver speeches on topics including "Innovation in Green Financial Products," "Cross-Border Timber Trade" and 	
	 "Credit Support for Traceability and Certified Enterprises". Mr. Pedro Theotonio, Head of Financial Control and Corporate Development, Banco Nacional Ultramarino (BNU) Dr. Ho Wai Tim, Manager of Macao Green Fund 	
	Demonstration of a Mutually Beneficial Win-Win Model for Rural Revitalization Leveraging Macao's Global Outreach Mr. Peng Yanmin, Secretary of the Prefecture's Political and Legal Affairs Commission, Xiangxi Tujiazu & Miaozu Autonomous Prefecture	
10:20	Panel Discussion Moderator: • Dr. Ralph Ridder, Board Member and Founding Member, Global Green Supply Chain of Forest Products (Macao) Federation • Ms. Malinda Zhu, Executive Director, South Star Australia Group Pty Ltd	



	Panelist:
	 Mr. Peter Nielsen, Impact Investment Manager, Common Fund for Commodities (CFC)
	Mr. Shi Ce, Executive Director of Generations Fund
	 Mr. Zhang Qihua, Secretary General, People's government of Xiangxi Tujiazu &Miaozu Autonomous Prefecture
	Ms. Wang Xiaole, Senior expert, Asian Development Bank
	 Mr. Thorsten Arndt, Head of Advocacy, Programmme for the Endorsement of Forest Certification Schemes (PEFC) International
	Ms. Neha Simlai, Head of Market Development FSC Asia Pacific
10:20-	Ms. Annie Ting, Chief Executive Officer, Sarawak Timber Association, Malaysia
12:20	 Ms. Tullia Baldassarri, Communication and Marketing Manager, Interholco, Switzerland
	 Mr. Jean-Marie Ntoutoume, General Delegate, Union of Foresters and wood industries of Gabon (UFIGA)
	 Mr. She Xuebin, Chairman, Nature Home (China) Co. Ltd & Nature Wood Group Co., Ltd.
	Mr. Zhuang Bingchuan, CEO, Cameroon Anlong Co. Ltd
	Mr. Huang Jianjun, Chairman, Zhejiang Great Luck Trading Co, Ltd.
	Mr. Li Junhong, President, Doors Association of Guangdong
	Mr. Wang Jian, General Manager of Guangdong Province, Tencent Cloud
	Computing (Beijing) Co., Ltd.
12:20-	Wrap-up
12:25	Mr. Shen Peng, Executive Dean, Shenzhen Greater Bay Area Financial Institute
12:25-	1. Signing Ceremony
12:30	2. Awards Ceremony

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