



GLOBAL SOFTWOOD LOG & LUMBER CONFERENCE MAY 8-9, 2019



IN CONJUNCTION WITH PULP & PAPER PRODUCERS COUNCIL ANNUAL MEETING: MAY 5-7, 2019

For this year's 2-day event, we have invited 20 industry experts to speak at our global market conference as well as up to a dozen industry experts for the three panel sessions. In the weeks leading up to the May 8-9 conference, we will be sending regular news bulletins introducing speakers as well as our conference sponsors. Each week selected speakers will be featured in our "conference preview" including biographies and presentation outlines.

SESSION 3. NO. AFRICA/SOUTH AMERICA TOPIC: Uruguay: Log & Lumber Outlook



Francisco Bonino
Director
AF Group, Uruguay

Francisco Bonino is the founder and director of AF Group, a forestry investment management company with US\$350 million of assets. Francisco has 19 years of timber experience in Uruguay, Argentina, Brazil and Chile. In the past he was responsible for product development for Monsanto in northern Argentina, Bolivia and Paraguay. He graduated as Agronomic Engineering from UDELAR (Uruguay's National University) and he holds an MBA from the New York Institute of Technology.

AF teams are based in Brazil, Uruguay and Chile, from where it exports eucalyptus and some pine logs to more than 40 Asian clients in Vietnam, China, South Korea, Japan, Malaysia, the Philippines, Indonesia and India, among others.

Francisco will address the status of log and lumber exports from Uruguay and will explain why Uruguay is source of further log and lumber exports as well as an opportunity for investment.

SESSION 7. DEEP DIVE: BC Interior, BC Coast & US PNW
TOPIC: BC Coast Forest Sector Revitalization



John Allan
Deputy Minister
BC Ministry of Forests, Lands, Natural Resource Operations and Rural Development (FLNRORD), Canada

John Allan was appointed Deputy Minister of the Ministry of Forests, Lands, Natural Resource Operations and Rural Development (FLNRORD) in September 2018. John has a long history in resource management, including 22 years with the Government of British Columbia from 1977 to 1999. Following the public service, John was President and CEO of the BC Council of Forest Industries (COFI). He was also President of the BC Lumber Trade Council, Secretary of the Canadian Lumber Trade Alliance and Chair of the Board of the BC Bio Energy Network.

After leaving the private sector in 2013, John undertook a major review of BCTS and served as the Chief Negotiator, softwood lumber for the Province, as well as acted as strategic policy advisor for the FLNRORD.

John has a Master of Economics from Queen's University. He enjoys spending his time at the gym and playing guitar.

John will address the developments around some of the major BC government initiatives and BC Coast industry issues, some of which are very dynamic and impact some mills.

SESSION 5. TIMBER & LOG TRENDS

TOPIC: North America Timber Trends



Rocky Goodnow
Vice President
Forest Economic Advisors, USA

Rocky Goodnow is Vice President of the North American Timber Service at Forest Economic Advisors LLC. In this role, Rocky is responsible for FEA's outlook on the North American timber markets. Rocky leads the development of FEA's timber econometric models, which are used in the analysis of future demand on wood fiber resources, regional timber supplies, and timber values. Rocky is the primary author of FEA's Timber Quarterly Forecasting Service publications and is a contributor to other FEA publications and studies. Prior to FEA, Rocky worked at RISI Inc. from 2002-2009. At RISI, he was a key contributor to the analysis and production of RISI's North American Timber Forecast. He also co-authored numerous studies on a wide range of timber-related topics including regional pulpwood studies and an assessment of North America's emerging biomass industry. Rocky holds a Master's degree in forest economics and management and a B.S. in forestry, both from Virginia Polytechnic Institute and State University.

Rocky will address some of the key timber developments in the U.S. West and South as well as log exports. A discussion on timber trends in Canada will be discussed, including the timber harvest growth prospects in Eastern Canada.

Speaker Profiles:

SESSION 1. GLOBAL/ EUROPE/ RUSSIA

TOPIC: Europe: Lumber Industry & Outlook



Sampsa Auvinen
President
European Organization of Sawmills (EOS)

Sampsa Auvinen has been working in the forest industry for 26 years. He is the President of the European Organization of Sawmill Industries and a Board Member of the European Confederation of the Woodworking Industries.

Sampsa is a Board Professional serving on the Board of numerous companies in Finland, Estonia, Latvia, Germany and the USA. In the sawmilling industry Sampsa is a Board member of Westas Group Oy, Baltika Holzindustrie GmbH and Chairman of the Board of Pölkky Group Oy. Prior to becoming a Board Professional, Sampsa was Group CEO of Norvik Timber (mills in Latvia, Sweden and Russia) for nine years.

Sampsa will address the many emerging trends in the European sawmill industry and status of lumber exports. Europe's growing position in China and the U.S. will be a key topic for delegates.

SESSION 2. ASIA

TOPIC: JAPAN: Lumber & Log Market Outlook



Jason Nomura
President, Canfor Asia Corporation

Jason Nomura has over 25 years of experience in sales and marketing of BC and European lumber products into Japan and other Asian countries. Throughout his career, he has held responsibilities in business management and market development.

In 2018, Jason was appointed President of Canfor Asia Corporation, overseeing Canfor's Asia markets which includes China, Korea and Japan.

Jason will address some of the following topics:

- Overall Japan market update
- Outlook on housing demand
- Areas of opportunities
- Overall Outlook

SESSION 5. TIMBER & LOG TRENDS
TOPIC: NA: Housing & Lumber Demand Trends



Brendan Lowney
Principal
Forest Economic Advisors, USA

Brendan Lowney is a Principal of Forest Economic Advisors LLC and develops and implements FEA's business strategies. As FEA's Macroeconomist, Brendan interprets and forecasts the North American and international economic landscape -- analysis that forms the basis of FEA's industry projections. Brendan is also responsible for deepening FEA's coverage of the key end-use markets in the residual, manufacturing, and trade sectors. Brendan writes FEA's Macroeconomic Advisor and he is a contributing author to each of FEA's Quarterly Forecasting Service publications. Brendan earned a master's degree in economics from Boston College and holds a B.S. in mathematics and economics from Union College in Schenectady, NY.

Rocky will address some of the key economic drivers for North America and the all-important housing market. As well, analysis on the other consumption segments as well as drivers in key importing markets will be assessed.

Contact us for further information. Additional conference details are available at:
<https://www.woodmarkets.com/conference/conferences-vancouver/2019-global-softwood-conference/>.