

Press Release

1 September 2011

GFTN celebrates 20th anniversary at Timber Expo

The Global Forest & Trade Network (GFTN), WWF's initiative to eliminate illegal logging and drive improvements in forest management, will be at the Timber Expo, Ricoh Arena in Coventry on the 27th and 28th of September to celebrate 20 years of responsible stewardship in forest management and forest product trade.

At its interactive multi-display booth (stand 01-B1 at the Ricoh Arena, Coventry), visitors can meet GFTN staff and members from around the world who will showcase and talk about their personal experience with responsible forestry and trade management.

George White, Head of GFTN, said: "GFTN's success over the past two decades has been built on working closely with industry on a common agenda that aims to drive responsibly sourced forest products. We hope the Expo allows us to build on this success as we face the challenge of bringing responsible forest trade into the mainstream around the world."

George White will speak at the "[Timber Talk](#)" [seminar session 1](#), on **Wednesday, 28th September 2011, from 9.30 am to 10.45am in the Timber Talk Seminar Theatre** on the subject: "Do we need suppliers or supply chain partners to secure the sustainable supply? Are we willing to pay more to get more?"

The Timber Talk seminar sessions will run for one hour each plus a facilitated Q&A session, and are FREE for anyone to attend without booking in advance - visitors can just turn up, learn and debate.

The Timber Expo is a dynamic event that brings the timber industry together – from leading timber and forest product companies to the construction sector- to forge relationships, explore, learn and enter new markets. Innovation, supply chain development, compliance and sustainability are important topics on the exhibition agenda.

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About the GFTN

First established in 1991, GFTN is the longest-running forest trade programme of its kind, transforming the global marketplace into a force for safeguarding the world's valuable and threatened forests, while



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ensuring that these forests continue to provide economic and social benefits for the businesses and people who depend on them.

GFTN's influence spans not only forests but also the entire forest product supply chain, from forest floor to retail shelf. Today, GFTN has 300 members (including companies, entrepreneurs, communities and NGO's) in more than 30 countries worldwide.

About WWF

WWF is one of the world's largest and most respected independent conservation organizations, with over 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.