



**GLOBAL  
FOREST  
& TRADE  
NETWORK**

# Quarterly

## Issue 2, 2007

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...AND MORE ON GFTN'S GLOBAL PROGRESS

The Global Forest & Trade Network is WWF's initiative to eliminate illegal logging and improve the management of valuable and threatened forests. By facilitating trade links between companies committed to achieving and supporting responsible forestry, the GFTN creates market conditions that help conserve the world's forests while providing economic and social benefits for the businesses and people that depend on them. Visit [www.panda.org/gftn](http://www.panda.org/gftn).

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From left to right: Duncan Pollard, acting Head of GFTN, Arun Venkataraman, WWF-Malaysia National Programme Director, Lin Kai Hsuan, Cymao Holdings Berhad Executive Director, and Karen Lin Kai Wen, Cymao Holdings Berhad Vice President at the MoU signing between WWF-Malaysia and Cymao Plywood.

WWF-Malaysia/Surin/Suksuwan

## MFTN Welcomes New Members

Sabah's biggest plywood manufacturer, Cymao Plywood (M) Sdn. Bhd. and Singapore/Malaysia-based furniture trader Test Rite, both signed a Memorandum of Understanding with WWF's Malaysia Forest & Trade Network (MFTN) in March of 2007. Through the signing, both Cymao and Test Rite are making a public commitment to implement a responsible purchasing policy and to formally join a growing league of international companies who are committed to the responsible purchasing of timber products.

"By joining the Malaysia FTN, we will be able to build on this achievement by broadening our reach to responsible buyers and suppliers and increasing our competitiveness in the global marketplace," said Managing Director Peter Tsai, who represented Test Rite at the signing.

Cymao Plywood Sdn. Bhd. is engaged in the manufacturing and marketing of veneer, plywood, decorative plywood, and engineering wood flooring. They have a long history of producing quality and innovative products. Currently, Cymao has two main business activities—plywood and decorative paneling—offering a broad range of products that service various commercial industries in the USA, Canada, Mexico, Europe, Japan and ASEAN countries. Cymao is committed to making the best effort to identify and use timber that has been legally harvested, and avoid woods from uncertified high conservation value forests.

Test Rite has two main product lines: outdoor furniture and solid timber flooring. The wood species used for these products typically include plantation species such as

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WWF-Malaysia/Deepa Panchanathan.

From left to right: Dermot Mullins, Test Rite UK Managing Director, Arun Venkataraman, WWF-Malaysia National Programme Director, Peter Tsai, Test Rite Thailand Managing Director, and Kevin Hiew, WWF-Malaysia Director of Government Aid Agency Partnership

Eucalyptus, Rubber Wood, and Acacia, as well as natural tropical forest species such as Meranti, Nyatoh, and Merbau. Their products originate from Indonesia, Malaysia, and South Africa, and their main markets are Australia, South Africa, Israel, the United Kingdom, and Germany.

WWF and the Malaysia FTN will support Cymao and Test Rite in their efforts to gather information about the timber source from their suppliers, as well as conduct comprehensive risk analyses for the suppliers, and encourage their suppliers to move towards certification.

The Malaysia FTN is the Malaysian chapter of WWF's Global Forest & Trade Network, a worldwide partnership between companies committed to eliminating illegal logging and to improving the management of valuable and threatened forests.

Contact Audrey Lee, [mfllee@wwf.org.my](mailto:mfllee@wwf.org.my), for more information.

## IMD Workshop and GFTN Business Planning

A two-day organizational assessment workshop with Global Forest & Trade Network (GFTN) stakeholders was held January 17<sup>th</sup>–19<sup>th</sup>, 2007, at the Institute for Management Development (IMD) in Lausanne, Switzerland. The main objectives of this workshop were: (1) to come to an agreement on issues and challenges that currently exist for the GFTN, (2) to reach a consensus on the role of the GFTN with regard to these challenges; and (3) to identify ways of dealing with these challenges (with longer-term sustainability as a goal).

The GFTN Organizational Assessment Workshop was organized through a partnership with IMD's Corporate Sustainability Management group. Approximately 20 people from across the globe were invited by IMD, one of Europe's foremost business schools, to discuss a series of important issues regarding

the WWF and the GFTN, and how to design an effective self-sustaining network that can affect global change at all points along the forest industry supply chain. Participants included: USAID, DFID, SCA, TetraPak, IKEA, TimbMet, CitiGroup, and YingBin Nature Wood Industries.

The outputs of the workshop are now being incorporated into the business plan. These include the need to improve the benefits for member companies, especially recognizing the wide range of different companies involved in the GFTN. A special emphasis is also being given to the structure and development of the GFTN in Europe and Latin America. "There is a new emphasis on marketing and branding within the new business plan," according to Duncan Pollard, the acting Head of GFTN. "Through this we are aiming to develop the funding base of GFTN and provide better benefits for our members, whilst at the same time deriving better benefits from their participation."

Contact Hisayo Fujikawa, [hufujikawa@wwfus.org](mailto:hufujikawa@wwfus.org), for more information.

## PT. Indo Furnitama Raya Joins Indonesia FTN



As of January, 2007, Pt. Indo Furnitama Raya (Ifura) became the latest company to join the Indonesia Forest & Trade Network (Nusa Hijau). Ifura, a manufacturer and exporter of garden and indoor furniture, exports to European, Japanese and United States markets. A partner of Perum Perhutani—the Indonesian government body responsible for the management of responsible forestry and wood plantation—Ifura supplies tweak, mahogany and pine.

Indonesia's government is active in fighting illegal logging and has worked with a series of international programs and initiatives to reduce illegal logging. Ifura's membership to the Indonesia FTN further supports legitimate forestry by ensuring that timber is independently certified and comes from a legal source. At the signing of the MoU between Ifura and WWF-Indonesia, Executive Director of WWF Indonesia, Mr. Mubariq Ahmad said "Congratulations to Ifura on becoming a Nusa Hijau member. We really appreciate the strength and commitment of Ifura. We hope this will not be the end of Ifura's action, as their entry into Nusa Hijau is a sizeable contribution to sustainable forest management."

Indonesia is one of the major furniture exporting countries, with one third of its furniture exports ending up in America. It's also the world's leading exporter of pulp and paper. Estimates suggest that 300,000 cubic meters of timber are smuggled from Indonesia every month, much of which is destined for Asian (China and Japan) and European markets. This is thought to be responsible for a considerable portion of Indonesia's recent deforestation. Because of this, there is an emerging momentum for change in Asian wood markets. In North America and Europe, markets already favor environmentally

friendly forest products, which have had a major impact on suppliers such as Ifura and Perum Perhutani. Thus, to increase competitiveness, forest products companies are making voluntary investments to improve forest management.



WWF-Canon/Mark Edwards

A Talang Mamak woman. Her trading way of life is threatened by forest clearance in Indonesia.

The Indonesia FTN provides support to Indonesian manufacturing companies that seek to implement responsible purchasing policies, and also helps forest companies achieve certification. The Indonesia FTN is a springboard for companies to reach their social and environmental responsibility goals. Moreover, the Indonesia FTN assists companies to achieve their business objectives through access to the growing worldwide markets that demand timber products from companies moving towards environmentally and socially sustainable standards. Participation is open to forest managers, wood processors, forest products traders, specifiers and end-users operating in Indonesia. Participants must meet and comply with the Nusa Hijau conditions of participation and enter a participation agreement with WWF-Indonesia.

Contact Nurcahyo Adi, [nadi@wwf.or.id](mailto:nadi@wwf.or.id), for more information.

## WWF China's Forest & Trade Network Celebrates Second Year of Growth



The end of 2006 saw the China Forest & Trade Network (China FTN), the China chapter of WWF's Global Forest Program, welcome four new members during its First Annual Members Meeting at the China Wood International Flooring Import and Export Conference in Shanghai. Celebrating its second year of growth, the China FTN now has 14 participants collectively producing or trading almost two million cubic meters of raw material per year sourced from across China, Russia, South Asia, Africa, Europe, North America and South America.

“Our membership now includes a broad range of companies including forest bureaus, flooring, ply mills, furniture manufacturers,

and retailers,” said Mr. Zhonghao Jin, Manger of the China FTN. “With nine applicants that source over 1.5 million cubic meters of timber waiting to join, the China FTN will continue to grow through 2007.”

The newest China FTN members include three flooring companies, Dalian Huade Wood Product Co., Ltd., Chinafloors Timber (Shanghai) Co., Ltd. and Krono Senhua Flooring Co., Ltd. and one plywood manufacturer, Dehua TB New Decoration Material Co., Ltd. All of these companies export to environmentally sensitive markets in Europe and North America and a number have trading relationships with existing GFTN participants across the globe. By joining the China FTN, these companies have made a public commitment to producing and purchasing responsible forest products, and will now have a transparent forum for communicating their commitment to the global marketplace.

“We hope the China FTN will help us develop a clearer understanding of our supply chains from Russia and the rest of the world so that we can achieve FSC certification,” Ms. Karen Chen, Manager of Import and Export at Dalian Huade Wood Product Co., Ltd. “Many of our customers in North America and Europe are global brands—our work with the China FTN will help us reassure them that the products they buy from us are coming from well-managed sources.”

Since the launch of the China FTN in 2005, GFTN companies have already created 20 trading relationships with China FTN participants with a combined value of over 20 million dollars. “Strong interest from the global market has been key to the growth of the China FTN,” Mr. Jin stated. “Now in turn, we will work with our member companies to stimulate responsible forest management in the producer countries that are the main exporters of timber to China.”

The world's second largest importer of industrial timber, pulps, and paper, China leaves a massive ecological footprint across the forests of the globe both as a producer and a consumer. Faced with an increasing demand for wood and paper products, along with diminishing forest resources, China imports timber for many countries, including Russia, Indonesia, South America, and Central Africa. These regions have significant problems such as illegal logging and forest crimes, loss of natural forest to agriculture and silviculture and loss of biodiversity. Against this backdrop, the environmentally sensitive markets of Europe and North America are calling for wood products that are legally harvested.

Chinese wood products manufacturers need technical support and guidance on how to satisfy the demand of raw materials and supplies while reducing the depletion of forest resources. They also require more basic knowledge on illegal logging, forest trade, forest certification, as well as understanding about the international market demands on certified forest products. The China FTN provides this support, while linking member companies with buyers who seek responsible products.

Visit [www.forestandtradeasia.org/china](http://www.forestandtradeasia.org/china) for more information.

## Managing Forests Forever

This month marks a milestone in the history of forest conservation for the Darién region of eastern Panama. As part of a sustainable forest management and trade project coordinated by WWF, the region's first sustainable harvesting plan has been launched, ensuring that forest areas are cut in 25-year cycles.

"This ensures that logging does not exceed what the forest can regenerate," said Mauro Salazar, Forest Director of WWF Central America.



Mauro Salazar, Forest Director for WWF-Central America, and indigenous leader Berbenicio Mepaquito, promoting "Responsible Forest Harvesting" in the Darién, Panama.

Under the plan, a limited number of mature trees are harvested the first year in one forest area, cutting only four to five trees per hectare so that the forest's ecological integrity is not harmed. The oldest seed-producing trees are not cut down so as to ensure the survival of the species. The following year, logging would be allowed in a second area so that tree species in the first area could regenerate. A similar practice would continue in other areas throughout the forest over a 25-year logging cycle. When this cycle comes to an end, a new one will start again in the first area.

With leadership from organizations such as the Global Forest & Trade Network, The Panamanian National Environmental Authority, The General Congress of the Emberá-Wounaan Territory, as well as with cooperation from the US Agency for International Development (USAID), the Sustainable Development Project of the Darién (IDB), the Fundación Natura, the National Secretariat of Science and Technology (SENACYT), and the UK Department for International Development (DFID), the responsible forest management and trade project has enabled indigenous communities and businesses to create conditions that help conserve forests whilst providing economic and social benefits to the people who depend on them.

"This has given us a glimpse of a better future for the communities of the Tupiza River area and this also contributes to long-term conservation since the forest remains nearly intact after an extraction," said Mauro Salazar. "Our overarching approach represents a practical tool for conserving tropical forest ecosystems and at the same time positively contributing to poverty alleviation," added Salazar.



Emberá-Wounaan woman and child.

Franklin Mezúa, an indigenous leader who has been promoting a responsible forest management project in the Darién's Tupiza River area since 2004 remarks: "The project means taking care of the forest, protecting it and creating jobs for our communities."

"Before we were working with the WWF model, timber companies took advantage of our indigenous communities by buying large amounts of wood and leaving little benefit for us, at prices way below market levels," added Mezúa.

"Today we have higher earnings and we are sure that our children will enjoy these beautiful forests."

Note: This program has recently received funding from the European Commission.

Contact Cinthya Flores, [cflores@wwfca.org](mailto:cflores@wwfca.org), for more information.

### Citigroup

Citigroup recently approved a \$150,000 general support grant to the Global Forest & Trade Network. This renewed commitment will allow WWF to continue to promote sustainable forestry on both the producer and buyer ends of the forest products equation. Citigroup's generous grant will also help

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the GFTN improve forest management in 200 million hectares across the world's production forests, through a combination of credible certification and a stepwise approach to improved forest management by 2010. WWF has laid out two key areas of focus designed to help the GFTN reach its goal: (1) strategic development of responsible forest management enterprises within key ecoregions, including South East Asia, the Amazon, the Congo Basin and Russia and (2) advancing the adoption of responsible purchasing and trade in end-consumer regions such as Asia and Europe, and transshipment/manufacturing countries such as Malaysia and China.

This year, though Citigroup's support, the GFTN will secure 12 hard purchasing and/or investment commitments from current and new engagements with influential U.S. companies, arrange exchange visits for strategically chosen U.S. companies to visit existing and potential new suppliers in key FTN supplying countries, and establish at least three complete supply chain market links between North American buyers, manufacturers, supplying mills, and GFTN producers in valuable forest areas such as China, Brazil, Indonesia and Russia.

The following highlights the activities for China and Brazil.

In China, over the coming year, the GFTN will:

(1) Engage two plantation companies to develop and implement improved policies for biodiversity conservation in plantations and adjacent areas in China; (2) Provide local Chinese experts with technical support and "on-the-job" training in supply chain/chain-of-custody auditing and responsible wood procurement to enable them to lead baseline appraisals and action planning workshops independently; and (3) Facilitate and establish at least three complete supply chain market links between Chinese manufacturers, supplying mills, and GFTN producers in conservation priority forest areas.

In Brazil, the GFTN will:

(1) Build the capacity of participating companies and communities to implement action plans through workshops, study tours, and technical advisory visits; (2) Help state governments and municipalities develop responsible purchasing policies and laws to ban illegal and unwanted wood in governmental building projects; and (3) Work with the financial sector to develop credit lines and lending policies as incentives for sustainable forest management in Brazil's priority regions.

Citigroup's continued support will put us on solid footing to meet our objectives. We deeply appreciate Citigroup's commitment to promoting and increasing the demand for, and supply of legal wood products.

## DFID Funding for China



Forest's lake in the Huayanxi Provincial Nature Reserve. Hunan Province, China.

WWF-Canon/Michel Gunther

The China Forest & Trade Network (China FTN) recently received a \$700,000 grant from the UK Department for International Development (DFID) to support a three year project entitled: *Working with Producers in China to Demonstrate Best Practices in the Responsible Procurement of Products Containing Wood or Pulp From Illegal Logging Hotspots*.

"The grant from DFID will allow the China Forest & Trade Network to continue to expand and to work with some of the key progressive companies in China who want to challenge the status quo," said George White, WWF-International Responsible Purchasing Coordinator.

The main objective of this project is to support strategically chosen companies in China in their efforts to improve forest management and to prevent illegal logging. In addition, this project will aim to assist in conserving and sustainably managing Chinese forests, and will thus indirectly support sustainable forest management in key supplying countries. For manufacturers and importers, the specific objective of the project will be to strengthen their capacity for responsible purchasing development, timber tracking and monitoring chain of custody, and to verify that their forest product purchases and sales are legally and sustainably produced.

This project will also develop pathways for commercial enterprises to support conservation and sustainable management. At the same time, it will strengthen capacity among the producers and manufacturers of forest products in China to respond to these incentives, by enabling them to develop and implement action plans for a stepwise approach to responsible purchasing, chain of custody and, where required, legal verification. The development and implementation of market incentives, coupled with the strengthened capacity of organizations in the forest sector, will deter illegal logging and encourage sustainable forest management, and thereby support the conservation of forest resources.

Unsustainable and often illegal harvesting of forest products represents a major threat to China's forest ecosystems and their associated biodiversity. These illegal harvesting activities also threaten the livelihoods of local communities and undermine the efforts of both private and public sector organizations to develop sustainable approaches to forest management. Due to the increasing demand among forest product buyers for products that are both verified as legal, and certified, DFID funding will harness this market demand through further development of the China Forest & Trade Network, involving forest producers, buyers and manufacturers, and linking them with international and domestic buyers.

"The trade in illegal forest products is an anathema to good forest management. Using DFID's grant, the China FTN and its participating companies will tackle illegality head on and reduce the footprint of some of China's key importers and processors," said George White.

DFID funding will allow the China Forest & Trade Network to further engage with and support committed and influential forestry organizations, including producers, manufacturers and traders that are committed to operating legally to develop and implement stepwise action plans to ultimately achieve certification and production of verified legal sources of forest products. China FTN participant companies will receive support to make stepwise improvements towards certifiable standards of supply chain management in gaining, maintaining, or creating new market links, providing access to manufacturers and retailers further along the supply chain that wish to procure timber from sustainable and legally verified sources. Ultimately, this will foster the development of trading links along international supply chains between responsible producers in target countries and GFTN members in importing countries with responsible procurement policies.

**Contact George White, [georgewhite@btinternet.com](mailto:georgewhite@btinternet.com), for more information.**

## Five Brazilian Companies Join SIM Program



Five logging companies—Garça Branca, Ouro Verde, Acre Brasil Verde, Consorcio Xapuri and Triunfo—from the Brazilian state of Acre pledged their commitment to both WWF-Brazil and the Global Forest & Trade Network's (GFTN) Modular Implementation System (SIM) this past March. With support from the World Conservation Union (IUCN), this course of action will help the pervasive problem of illegal logging, which is causing enormous damage to the forests of Brazil, local communities, and to the economies of producer countries.

SIM, a stepwise system aimed at enabling communities and enterprises to attain forest certification, will also allow participants access to the benefits of the Global Forest & Trade Network. Through trainings and capacity-building initiatives, those enrolled in SIM will learn how to effectively and sustainably manage forests, in addition to learning how to work with suppliers that do sustainable forest management. SIM participants will also have the opportunity to access new markets (domestic and international) for their products through the GFTN.



A Forest Manager shows one of the management maps of the certified Amazon rainforests at Precious Woods.

WWF-Canon/Edward Parker

To encourage small-and medium sized enterprises to participate, SIM has customized its modules. This will allow participants to adopt change in gradual ways, and will prevent abrupt changes in structural and production processes, which might deter enterprises from participating. As part of the program, "certifiers" will make periodical visits to its participants in order to evaluate their forest management activities.

According to Estevão Braga, WWF-Brazil's Forest & Trade Officer, forest certification provides a market advantage for the companies. "Corporate buyers and governments, especially those within the European Union, are using a criterion of sustainability to define buying policies."

WWF-Brazil works to expand the supply of certified products available to the final consumer, and endeavors to attract farmers and timber businessmen on the importance of credible certification and biodiversity conservation.

**Contact Estevão Braga, [estevao@wwf.org.br](mailto:estevao@wwf.org.br), for more information.**

## Faces of GFTN

### Estevão Braga

Role: Forest Trade Officer,  
WWF-Brazil

Estevão Braga has been a major supporter of sound forestry for a long time. As a forester, he has worked on forest certification, market development, market assessment and training/capacity building programs. Currently, Estevão is responsible for developing markets from sustainable produced goods, and assisting local companies in the Amazon to improve their forest management and trade practices.



To achieve that, Estevão has been responsible for the startup and growth of the Brazilian FTN Producer Group (also referred to as SIM). This unit helps companies to improve their forest and trade practices. Established in late 2005, the Brazil FTN has 10 members that manage over 180,000 hectares of natural rainforests. “The challenge is big, but I am absolutely convinced that there are a lot of companies that want to do forestry in the right way, and we as WWF/GFTN have to put them together and work with them towards a more sustainable society,” says Estevão. He adds: “The beauty of the GFTN is that it is a real global network, working to solve problems that affect us all.”

### Elie Hakizumwami

Role: Regional Forest Officer  
and Central Africa Forest &  
Trade Network Coordinator

Based in Yaounde, Cameroon, Elie serves as the Regional Forest Officer and Central Africa Forest & Trade Network Coordinator for the WWF-Central Africa Regional Program Office. Elie has spent 24 years working for the conservation and sustainable management of forest ecosystems. His special interests lie in participatory management for rural development and forest ecosystem conservation.



Elie has a BSC in Forestry, a MSC in Natural Resources Management, and a Post-Graduate Diploma in Forestry for Rural Development. Fluent in French, English, Swahili and Kinyarwanda, Elie enjoys physical activities such as swimming and walking, and enjoys the sounds of music.

### Jana Blair

Role: Australia Forest & Trade  
Network Coordinator

Jana joined WWF-Australia in September 2006 to establish and run the national arm of the Global



Forest & Trade Network. At present, the Australian Forest & Trade Network (AFTN) has 7 participants. Whilst two are forest participants, the main interest in the FTN has come from those Australian corporations looking to improve where they source their timber and paper from. As the FTN coordinator, Jana is called upon to provide feedback as companies develop their responsible purchasing policies, to access information from the wider network to identify controversial sources as well as trying to assist companies in sourcing improved supplies.

“Given the increasing level of awareness of environmental issues, I believe the GFTN provides companies with a really practical way they can improve their environmental footprint in the world’s forests. I think this is extremely attractive to companies who may be feeling, like a number in the general population, that the problems are far too large and far too difficult for them to be able to make a difference,” says Jana. She adds “As part of the broader GFTN, the introduction of the Forestry Schools and other such meetings have created fantastic opportunities to meet colleagues from around the world. Having just completed my diving ticket, I am hoping the next forestry school will be held in the vicinity of some interesting diving spots!”

### Jessica McGlyn

Role: Senior Program Officer,  
North American Forest &  
Trade Network



As Senior Program Officer for the North America Forest & Trade Network, Jessica works to promote responsible forest management and trade that are linked to our priority places. In her role, Jessica engages prospective and participating companies to secure and maintain their commitment to responsible trade in forest products. She’s also responsible for developing and leading a strategy for policy engagement on illegal logging and responsible forest products trade as a complement to WWF’s corporate engagement.

New to WWF, Jessica comes to us with a wealth of valuable experience. In her most recent position, as the Manager of Forest Policy for International Paper, she worked on environmental policy matters with respect to IP’s forest operations and procurement practices in Brazil, Russia, Europe and China; and advised key customers of IP’s paper, packaging, pulp and wood products businesses on forest and environmental issues and assisted them in crafting responsible procurement policies. She has also worked as manager of conservation for forest products company Champion International, as a forester, and as a field ecologist. She holds a Master’s of Forest Science degree from the Yale School of Forestry, and a BS in biology and BA in history from Messiah College. In her spare time—when she’s not working to conserve forests—Jessica enjoys surfing.

## GFTN at a Glance

### GFTN participants...



...have annual forest products sales exceeding \$42 billion per year



...buy or sell in excess of 190 million cubic meters of forest products per year



...are engaged in 140 trading deals with other GFTN participants



...employ over 1.4 million people globally



...manage over 23.9 million ha. of forests in progress to certification

*figures current as of May 2007*

## GFTN Global Totals *as of May 2007*

GFTN Hectares/Percentage of GFTN Hectares that are FSC certified  
360 Participants (Legal Entities) in 34 countries



### FSC Certified Area by Continent

North America  
28.9 million Hectares

South America & Caribbean  
9 million Hectares

Africa  
2.5 million Hectares

Europe  
48.3 million Hectares

Asia  
1.6 million Hectares

Oceania  
1.3 million Hectares

Total FSC Certified Area 91.6 million Hectares

*For more information, visit [www.fsc.org](http://www.fsc.org)*



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