

Marketing Expertise List

Note: This list of markets and marketing expertise extends beyond the members of the UNECE/FAO Team of Specialists on Forest Products Markets and Marketing. It is a joint effort to assemble a list of experts by the UNECE/FAO Team and the IUFRO Forest Products and Business Management Working Group 5.10.00. For additions or modifications to the list, please contact Dr. Richard Vlosky, Team Leader, at the address below.

First Name	Last Name	Title	Affiliation	Mailing Address	Country	Phone	Fax	eMail	Expertise/Research Area(s)	Secondary eMail	URL
Zenobio	Abel Gouvea Perelli da Gama e Silva	Forest Economist	Fundacao de Tecnologia do Estado do Acre-FUNTAC	Av. das Acacias, Lote 1, Zona A, Distrito Industrial, Rio, Branco, Estado do Acre, Brazil, CEP: 69.917-100	Brazil	55 68 229 2994	55 68 229 2322	zenobiosilva@hotmail.com		zenobiosilva@bol.com.br	
Pat	Abney	Hardwood Lumber Sales Manager	Roy O. Martin Lumber Company	P.O. Box 1110	USA	800 808 6122	318 443 0159	pat.abney@martco.com			
Michael	Adams	Statistician/Forest Economist	International Tropical Timber Organization (ITTO)	International Organizations Center, 5th Floor Pacifico-Yokohama 1-1-1, Minato-Mirai, Nishi-ku, 220-0012, Yokohama	Japan	+81 45-223 1110	+81 45-223 1111	itto-mis@itto.or.jp			http://www.itto.or.jp
Francisco	Aguiar	Graduate Research Assistant – PhD student	School of Renewable Natural Resources, Louisiana State University Agricultural Center	227 RNR Building, Louisiana State University, Baton Rouge, LA70803	USA	225 578 4133	225 578 4251	fagui1@lsu.edu	Rural development; Sustainable farming systems; Community entrepreneurship		http://www.rnr.lsu.edu/lpdc
Eduard L.	Akim		Saint Petersburg State Technological University of Plant Polymers	Ivana Chernykh Strasse 4, RU-198095, St. Perersburg	Russian Federation	+781 218-65323	+781 218-68600	akim@ed.spb.su			
Roy	Anderson	Forest products specialist	Montana State University Extension Service	32 Campus Drive, MS 0606, Missoula, MT 59812-0606	USA	406-243-2775	406-243-4715	roy.anderson@cfc.umt.edu	forest products marketing; consumer behavior; forest certification		http://www.forestry.umt.edu/hosting/forestproducts/index.htm
Klaas	Armster	President	WoodPlanet Inc.	763 Massachusetts Ave, Ste 7, Cambridge, MA 02139	USA	617 354 1811	928 396 3425	klaas@woodplanet.com			www.woodplanet.com
Ramazan	Bali	Director of Section	Orman Genel Mudurlugu, Isletme ve Pazarlama Dai. Bsk.2 Nolu Bina, TRO-06560 Gazi-Ankara	ramazan12000@yahoo.com	Turkey	+903 122-964147	+903 122-234532	ramazan12000@yahoo.com			http://www.ogm.gov.tr
Robert	Beauregard	Associate Professor	Département des sciences du bois et de la forêt	Université Laval, Québec, Qc, G1K 7P4	Canada	418 656 7684		robert.beauregard@sbf.ulaval.ca	Secondary wood products; Product development; Processes; Business models		
Andrey	Benin	Executive Director	State Duma Russia, Parliament Russian Federation (LEMO Group)	47 Stachek prospekt, St. Petersburg	Russian Federation	+7 812-303 92 80	+ 7 812-303 92 81	benin@lemo.ru			www.lemo.ru
Sami	Berghall	Assistant Professor	University of Helsinki, Department of Forest Economics	POB 27, Fin-00014 University of Helsinki	Finland	358 9 191 57968	358 9 191 57984	sami.berghall@helsinki.fi	Relationship marketing; Social psychology of marketing relationships; Commitment and trust; Personality psychology; SEM modelling		www.helsinki.fi/mmtkd/mmekn
Hugh	Bigsby	Senior Lecturer	Lincoln University	Commerce Division, PO Box 84, Lincoln University, Canterbury	New Zealand	64 3 325 2811	64 3 325 3847	bigbyh@lincoln.ac.nz			http://www.lincoln.ac.nz/comm/profiles/bigbyh.htm
Amha	bin Buang	Assistant Director, Economic Information and Market Intelligence	International Tropical Timber Organization (ITTO)	International Organizations Center 5F, Pacifico-Yokohama, 1-1-1, Minato-Mirai, Nishi-ku, Yokohama 220-0012	Japan	81 45 223 1110	81 45 223 1111	eimi@itto.or.jp		amha@mailcity.com	www.itto.or.jp
Gheorghe	Borlea	PhD	ICAS- Forest Research and Management Institute	1 Aleea Padurea Verde, 1900 Timisoara	Romania	40 256 220 085	40 256 220 085	aicas@mail.dntm.ro			
Marc	Boutin	Director, International Trade	Quebec Forest Industry Council	1175 avenue Lavigerie, Suite 200, Sainte Foy, Quebec, G1V 4P1	Canada	418 657 7916	418 657 6540	marc.boutin@qfic.qc.ca			www.qfic.qc.ca
Jim	Bowyer	Professor	University of Minnesota, Department of Bio-based Products	2004 Folwell Avenue, St. Paul, MN 55108	United States of America	+612 624-4292	+612 625-6286	jbowyer@umn.edu		jimbowyer@comcast.net	http://www.cnr.umn.edu/BP/
Michael	Buckley		World hardwoods	12 Turnstone House, Star place, London E1W 1AE	U.K.	44 20 7709 7408	44 20 7702 4735	mibuckley@worldhardwoods.com			
Urs	Buehlmann	Professor	North Carolina State University	1022F Biltmore Hall, 27695, Raleigh, North Carolina	United States of America	+919 51-55580	+919 51-33496	urs_buehlmann@ncsu.edu			
Matthew	Bumgardner	Research Forest Products Technologist	USDA Forest Service	359 Main Road, Delaware, Ohio, 43015	USA	740-368-0059	740-368-0152	mbumgardner@fs.fed.us	Marketing forest products, wood use in hardwood markets, consumer studies, international trade		www.fs.fed.us/ne/princeton
Robert	Bush	Professor	Virginia Polytechnic Institute and State University	230 Cheatham Hall, Blacksburg, Virginia, 24061-0323	USA	540 231 8834	540 231-8176	rbush@vt.edu	Marketing wood products; Hardwood markets; Pallet and containers; Marketing strategy and strategic business planning		http://www.woodscience.vt.edu/
Bobby	Byrd	V.P. Sales and Marketing	ROMEX World Trade (Roy O. Martin)	P.O. Box 1110, Alexandria, LA 71309	USA	318 445 1973	318 443 0159	Bobby.Byrd@martco.com			
Wade	Camp	Director, Information Services	Southern Forest Products Association	P. O. Box 641700, Kenner, LA 70064-1700	USA	504 44 4464	504 443 6612	wcamp@sfpa.org			
Alexander	Carny	International Affairs	Ministry of Agriculture of the Slovak Republic	Dobrovicova 12, SK-812 66, Bratislava	Slovakia	+421 2-592 66 532	+421 2-592 66 517	carny@land.gov.sk			
Anita	Case	Senior Officer	Ministry of Agriculture, Latvia	Republikas laukums 2, LV-1981, Riga	Latvia	+371 70-27543	+371 70-27409	anita.cace@zm.gov.lv			
Jose	Causi	Forestry engineer, Forest Directo	ASPAPPEL	Avenida de Baviera 15, E-28028 Madrid	Spain	34 91 576 30 02	34 91 577 47 10	j.causi@aspapel.es			www.aspapel.es
Edward	Cesa	Forest Products Technologist	USDA Forest Service	180 Canfield Street, Morgantown, WV 26505	USA	304 285 1530	304 285 1587	ecesa@fs.fed.us			www.fs.fed.us/na/wit
Ioan	Ciurea	Director General	National Institute of Wood (INL)	Fabrica de Glucoza Street 7, RO-, Bucharest 2	Romania	+ 40 21-233 1933	+ 40 21-2331514	office@inl.ro			www.inl.ro

Marketing Expertise List

First Name	Last Name	Title	Affiliation	Mailing Address	Country	Phone	Fax	eMail	Expertise/Research Area(s)	Secondary eMail	URL
David	Cohen	Professor	University of British Columbia	2900 – 2424 Main Mail, Vancouver BC V6T 1Z4	Canada	604 822 6716	604 822 9104	dcohen@ubc.ca	Global competitive environment with a focus on Asia; Holistic housing; Secondary manufacturing in the global competitive environment; China's wood manufacturing impacts on the global value chain; Japan's markets for wood products and housing; Demographic impacts on housing -- USA and Japan;		http://www.forestry.ubc.ca/cbom/
Roger	Cooper	Head of School	University of Wales, School of Agriculture and Forest Sciences, Bangor, UK		United Kingdom	+44 1248-382 441 / 382 443	+44 1248-354 997	r.j.cooper@bangor.ac.uk, afs033@bangor.ac.uk			
Yves	Costrel de Corainville		FNB - Fédération nationale du Bois	6 rue FranAçois 1er, F-75001, Paris	France	+336 133-06218	+33 1-56 69 52 09	Yves.Costrel@fnbois.com			www.fnbois.com
David	Damery	Lecturer	University of Massachusetts	Holdsworth Hall, Rm. 120, Amherst, MA 01003	USA	413 545 1770	413 545 4358	ddamery@forwild.umass.edu	Pricing; Forecasting; Market research; Economics; Forest certification; Distribution systems; Kill drying		http://www.umass.edu/bmatwt
Sophie	D'Amours	Professor	Consortium de recherche FOR@C, Université Laval	Département de génie mécanique, Pavillon Pouliot, Université Laval, Québec, Canada, G1K 7P4	Canada	418 656 2131 ext. 7648	418 656 7415	Sophie.damours@forac.ulaval.ca	Supply chain management, business model for the forest product industry		www.forac.ulaval.ca
Hubert	de Bonafos		Forest Stewardship Council	Gorresstrasse 15/II a		49 228 367 6615	49 228 367 6630	hdebonafos@yahoo.es	Forest certification	hbonafos@fscoax.org	
Bernard	de Galember	Forest Director	Confederation of European Paper Industries CEPI	Avenue Louise, 250 box 80 B-1050 Brussels Belgium	Belgium	+32 2 627 49 27	+32 2 646 81 37	b.degalember@cepi.org	forestry, pulp and paper		www.cepi.org - www.paperonline.org - www.paperrecovery.org - www.forestrycertification.info
Francis	De Morogues		AFOCEL	Domaine de l'EtanAçon, F-77370 , Nangis	France	+33 1-60670035	+ 33 1-60670036	francis.de.morogues@afocel.fr			
Michael	Dunn	Associate professor, Economics	Department of Agricultural Economics and Agribusiness, Louisiana State University Agricultural Center	242A Agricultural Administration Building, Louisiana State University, Baton Rouge, LA 70803	USA	225 578 0344	225 578 2716	mdunn@agcenter.lsu.edu	Resource economics; Extension administration and program development		http://www.agctr.lsu.edu/enr/About_ENR/people/mike_dunn_homepage.htm
Ivan	Eastin	Director and Professor	Center for International Trade in Forest Products, University of Washington	Box 352100, Seattle, WA 98195	USA	206 543 1918	206 685 0790	eastin@u.washington.edu	Forest products marketing; International trade and marketing of forest products; Forests and economic development in the tropics; Improved marketing of lesser-used species and non-timber forest products; Factors that influence material substitution; Competitiveness of US forest products exporters; Forest products markets in Japan and China; Tariff liberalization; Deforestation; Illegal logging		
Keith	Forsyth	Purchasing Manager	VELUX	Rydalvej 2 , Ostbirk, DK 8752, Denmark	Denmark	0045 6162 6433	+45-39 27 98 99	Keith.Forsyth@VELUX.com	International wood products marketing; purchasing and supply chain management; business planning; project management; certification.	KeithForsyth@hotmail.com	www.VELUX.com
Jean-Marc	Frayret	Dr.	Université Laval, FOR@C	Pavillon Pouliot, Département de génie mécanique bureau 3351, Québec, CANADA G1K 7P4	Canada	418 656 2131 ext. 2414	418 656 7415	jean-marc.frayret@forac.ulaval.ca	Logistics and production planning; Supply chain management; Agent-based manufacturing systems; Collaboration		http://www.forac.ulaval.ca
Tomoyuki	Fujii	Dr. Chief of Research Planning Section	Forestry and Forest Products Research Institute	Tukuba Norin P.O.Box 16, Ibaraki 305-8687	Japan	81 29 873 3211 ext. 213	81 29 874 8507	tfujii@ffpri.affrc.go.jp			
João Carlos	Garzel Leodoro da Silva	DR., Professor	Universidade Federal do Paraná - Dere	Rua dos Funcionários nº 1540 - Curitiba Paraná - 80035-050	Brazil	55 41 33505604	55 41 33505604	garzel@floresta.ufpr.br	- Studies of International Forest Products Marketing to improve the Brazilian competitiveness (wood products and NWFP); - Value-Added Forest products Marketing; - Use of Marketing tools to sustainable / environmental development; - Domestic marketing of wood products and NWFP; - Strategic business models; - Development of market strategies via customer-oriented models; - Understanding factors that influence the competitiveness of Brazilian forest products exporters.		http://pinho.floresta.ufpr.br/~lemf/
Christopher	Gaston	PhD, Director, Markets & Economics	Forintek Canada Corp	2665 East Mall, Vancouver, British Columbia, V6T 1W5	Canada	604 222 5722	604 222 5690	gaston@van.forintek.ca			www.forintek.ca
David	Giorgi	Transportation and Logistics Manager		Martco Partnership, P.O. Box 1110, Alexandria, LA 71309-1110	USA	800 808 6129	318 443 0159	david.giorgi@martco.com	Logistics		
Branko	Glavonjic	Associate professor	Faculty of Forestry	11030 Belgrade, Kneza Viseslava str.1	Serbia&Montenegro	381 11 35 53 122	381 11 2545 485	brankogj@net.yu	Forest products marketing; Timber trade, Trade policy	brankogj@afrodita.rcub.bg.ac.yu	www.rcub.bg.ac.yu/~sfb/
Ulla	Grönlund	Managing Director, Ph.D	AB Traetek, Swedish Institute for Wood Technology Research		Sweden	46 8 762 18 18	46 8 762 1802	ulla.gronlund@tratek.se			www.tratek.se

Marketing Expertise List

First Name	Last Name	Title	Affiliation	Mailing Address	Country	Phone	Fax	eMail	Expertise/Research Area(s)	Secondary eMail	URL
Carol	Grossmann	Dr.	Albert-Ludwigs-University of Freiburg, Germany	Institute for Forest and Environmental Policy, Tennenbacherstr. 4, 79108 Freiburg	Germany	49 761 203 3726	49 761 203 3729	carol.grossmann@ifp.uni-freiburg.de	Scientific methods of market surveys; Market oriented environmental management in the timber industry; International trade with forest products; International and intercultural market surveys; Export marketing; Socio-economic issues of consumer preferences for socially and/or ecologically sound wood-products		http://www.forst.uni-freiburg.de/forstpolitik
Carl Eric	Guertin	Director Communication and Market acceptance	Quebec Wood Export Bureau, (Q-WEB)	979 De Bourgogne, #540, Ste-Foy, Québec, Canada, G1W 2L4	Canada	418 650 6385	418 650 9011	siabbe@quebecwoodexport.com	Responsible trade issues; Procurement policy; Certification; Illegal logging; Code of conduct		www.quebecwoodexport.com
Marcela	Guzman Fernandez	BSc Wood Engineering, MSc Wood Science & Technology	University of Bio-Bio, Wood Department	Casilla 5-C Concepción-Chile	Chile	564 173 1681	564 173 1027	mguzman@ubiobio.cl			
Jim	Hannan	Marketing Support Specialist	Temple-Inland	303 S. Temple Drive, Diboll TX 75941	USA	936 829 7810	936 829 1731	jimhannan@templeinland.com			http://www.templeinland.com
Eric	Hansen	Professor	Oregon State University	119 Richardson Hall	USA	541 737 4240	541 737 3385	eric.hansen2@oregonstate.edu	Forest products marketing; Forest certification; Environmental marketing; Innovation and new product development		
Osamu	Hashiramoto	Forestry Officer	FAO - Food and Agriculture Organization of the United Nations	Viale delle Terme di Caracalla, 00100, Rome	Italy	+390 657-05587	+ 39 06 570 5 30 24	osamu.hashiramoto@fao.org			
Peter	Hviid	Special Consultant	Ministry of the Environment, Danish Forest and Nature Agency	Haraldsgade 53, DK-2100, Copenhagen O	Denmark	+45-39 27 98 99	+45-39 27 98 99	phv@sns.dk			www.sns.dk
Rushdan	Ibrahim	Program Chairman	Bio-resource, Paper & Coatings Technology	School of Industrial Technology, Universiti Sains Malaysia, 11800 Minden, Penang	Malaysia	604 653 3888 ext. 2200	604 657 3678	rushd@usm.my	Pulp and Paper		www.usm.my
Peter J.	Ince	Research Forester	USDA Forest Service	One Gifford Pinchot Drive, 53726-2398, Madison	United States of America	+1 608-231 9364	+1 608-231 9508/231 9592	pince@fs.fed.us	Pulp and Paper Economics		
Atsuko	Ishikawa Honda	PhD	Forestry and Forest Products Research Institute	Wood Drying Laboratory, Department of Wood Processing, Forestry and Forest Products Research Institute, P.O. Box 16, Tsukuba, Norin Kenkyu Danchi-nai, Tsukuba City, 305-8687	Japan	81 29 873 3211 ext.579	81 29 874 3720	aishi@ffpri.affrc.go.jp			
Constanta	Istratescu	Scientific Research Secretary	National Institute of Wood (INL)	Fabrica de Glucoza Street 7, RO-, Bucharest 2	Romania	+ 40 21-2331511	+ 40 21-2331514	office@inl.ro			www.inl.ro
Vangel	Ivanov	Director	Ministry of Agriculture and Forests, Bulgaria	55 Hristo Botev Blvd., BG-1050,Sofia	Bulgaria	+359 2-98511559	+359 2-981 3736	vivanov@nug.bg			
Eva	Janssens	Economic Adviser	European Panel Federation	Allée Hop ter Uleest 5, box 5, B-1070,Brussels	Belgium	+ 32 2-556 2589	+ 32 2-556 2594	eva.janssens@europanel.org			www.europanel.org
Erno	Järvinen	Researcher	PTT Pellervo Economic Research Institute	Eerikinkatu 28 A , FIN-00180 Helsinki	Finland	358 9 348 8844	358 9 348 88500	erno.jarvinen@ptt.fi	Forest products markets; Timber construction; Forecasting of forest sector		www.ptt.fi
Steve	Johnson	Market Specialist	International Tropical Timber Organization (ITTO)	International Organizations Center, 5th Floor, Pacifico-Yokohama 1-1-1, Minato-Mirai, Nishi-ku, 220-0012, Yokohama	Japan	+81 45-223 1110	+81 45-223 1111	itto@itto.or.jp, itto-mis@itto.or.jp			http://www.itto.or.jp/Index.html
Harijs	Jordans	Executive Director	Latvian Timber Exporters' Association	Skaistkalnes street 1, LV-1004, Riga	Latvia	+371-706 7369	+371-786 0268	itea@latnet.lv			www.latviantimber.lv
Heikki	Juslin	PhD, Professor	University of Helsinki	P.O.Box 27, FIN-00014 University of Helsinki	Finland	358 9 191 57966	358 9 1915 7984	heikki.juslin@helsinki.fi	Consumer behavior, decision making and choice; Planning the strategic marketing of forest products; Green marketing and forest certification; New marketing designs in forest products marketing; Corporate social responsibility and responsible marketing		
Sanna	Kallioranta	Graduate Research Assistant – PhD student	School of Renewable Natural Resources, Louisiana State University Agricultural Center	RNR Building, Louisiana State University, Baton Rouge, LA 70803	USA	225 578 4133	225 578 4251	skalli1@lsu.edu	Forest products marketing; Pulp and paper industry; eBusiness applications in the marketing of paper products; eBusiness as a competitive advantage; Branding		http://www.mr.lsu.edu/lfpc
Ulvar	Kaubi	Marketing Manager	State Forest Management Centre (RMK)	Viljandi Road 18B, EE-11216, Tallinn	Estonia	+372 51 37 042	+372-628 1510	ulvar.kaubi@rmk.ee			www.rm.k.ee
Kirsi	Kettula-Konttas	M.Sc., Amanuensis	University of Helsinki, Department of Forest Economics	POB 27, Fin-00014 University of Helsinki	Finland	358 9 191 57985	358 9 191 57984	kirsi.kettula-konttas@helsinki.fi			www.helsinki.fi/mmtk/mmekn
Wulf	Killmann	Director	Forest Products and Economics Division, Forestry Department, Food and Agriculture Organization of the United Nations	Viale delle Terme di Caracalla, 00100 Roma	Italy	39 06 5705 3221	39 06 5705 5137	Wulf.Killmann@fao.org			www.fao.org
Se-Bin	Kim	Professor	Chungnam National University	220 Gung-Dong, Yousong-Gu, Daejeon, Korea 305-764	Korea	82 42 821 5748	82 42 825 7850	sbkim@cnu.ac.kr			

Marketing Expertise List

First Name	Last Name	Title	Affiliation	Mailing Address	Country	Phone	Fax	eMail	Expertise/Research Area(s)	Secondary eMail	URL
Silja	Korhonen	PhD Student, Researcher	University of Helsinki, Department of Forest Economics	POB 27, Fin-00014 University of Helsinki	Finland	+358 9 191 57967		silja.korhonen@helsinki.fi	Capability building and business networks in the North American and European wood industry; Knowledge-based view of the firm within the context of the basic industries; Marketing in network organisations; Multimethod/qualitative case studies		www.helsinki.fi/mimdk/mmekn
Antti	Koskinen	Analyst	Jaakko Pöyry Consulting Finland	P.O. Box 4, Jaakonkatu 3, FIN-01621, Vantaa	Finland	+358 50 543 5262	+358 9-8782881	Antti.Koskinen@poyry.fi			http://consulting.poyry.com/
Nicolas	Koudou	Associate Professor and Director of Graduate Program in Business Administration	ParkUniversity	8700 NW River Park Dr., Parkville, MO64154	USA	816 584 6291	816 741 5218	akoudou@mail.park.edu		akoudou@hotmail.com	
Zsolt	Kovacs	Head of Product design and Technology Department	University of West Hungary, Faculty of Wood Sciences	P.O. Box 132, H-9401,	Hungary	+369 951-8231	+369 951-8231	zskovacs@fmk.nyne.hu	Wood composite structural elements, Modelling and design of joinery products, using FEA techniques; Requirements of Doors and Windows/Strength Design of Joinery, Quality improvement and control, Experimental design in quality engineering.		http://www.nyne.hu
Robert	Kozak	Associate Professor	Department of Wood Science, Faculty of Forestry, University of British Columbia	2424 Main Mall, Vancouver, BC, Canada V6T 1Z4	Canada	604 822 2402	604 822 9104	rob.kozak@ubc.ca	Value-added strategies; Healthful living; Forest certification; Supply chain management; Corporate social responsibility; Non-timber values; Marketing, management, and consumer behaviour; Quality improvement and control		http://www.forestry.ubc.ca/people/faculty_profile.asp?dest=kozak.htm
Igors	Krasavcevs		Latvian Forest Industry Federation	Skaistkalnes Street 1, LV 1004, Riga	Latvia	+371 70-67397	+371 786-0268	krasavcevs@finieris.lv			
Miroslav	Kravka		State Forests of the Czech Republic	Premyslova 1106, 50168, Hradec Kralove	Czech Republic	+420 724-524064	+420 495-262391	kravka@lesy.cz			
Tomas	Krejzar	Senior Officer	Ministry of Agriculture	Tesnov 17, CZ-117 05, Prague 1	Czech Republic	+420 2-2181 2677	+420 2-2181 2988	Krejzar@mze.cz			www.mze.cz
Sylvain	Labbé	CEO	Quebec Wood Export Bureau, (Q-WEB)	979 De Bourgogne, #540, Ste-Foy, Québec, Canada, G1W 2L4	Canada	418 650 6385	418 650 9011	siabbe@quebecwoodexport.com	Wood products marketing		www.quebecwoodexport.com
Paul-Antoine	Lacour		AFOCEL	Domaine de l'Élançon, 77370 Nangis	France	+33 1-60670035	+33 1-60670036	paul-antoine.lacour@afocel.fr			
Arvydas	Lebedys	Independent consultant (Wood markets)		V.Vaitkaus str. 13-150, LT-2050 Vilnius	Lithuania	37 06 866 0920	370 5 276 7590	arvis@takas.LT			http://www.forest.lt/english/infomedis.php
Niko	Leek	Consultant	Wood chain, Wood market	PO Box 253 ,6700 AG Wageningen	The Netherlands	31 317 466559	31 317 410247	nico.leek@sbh.nl			www.sbh.nl
Tommy	Lindström	Sales Manager	Metsäntuottajat Oy	Kastelholmantie 2, FIN-00900 Helsinki	Finland	358 9 4242 7583	358 9 4242 7581	tommy.lindstrom@metsantuottajat.fi	European softwood markets		www.metsantuottajat.fi
Robert	Liu	Finance Manager	Mangium Industries Berhad	P.O. Box 11837, 88820 Kota Kinabalu, Sabah	Malaysia	608 8315 000	608 831 2213				
Pasi	Martikainen	Councillor	Finnish Forest Industries Federation	Snellmaninkatu 13, P.O. Box 336, FIN-00171,Helsinki	Finland	+358 40-503 7467	+358 9-132 4410	pasi.martikainen@forestindustries.fi			www.forestindustries.fi
Catherine	Mater	President, Senior Fellow	Mater Engineering Ltd.; The Pinchot Institute for Conservation	101 SW Western Blvd., Corvallis, Oregon 97330	USA	541 753 7335	541 752 2952	catherin@mater.com			www.mater.com
Yukari	Matsumura	Researcher	Department of Wood Processing, Forestry and Forest Products Research Institute (FFPRI)	P.O.Box 16, Tsukuba Nonin Kenkyu Danchi, Tsukuba, Ibaraki, 305-8687	Japan	81 29 873 3211 ext.582	81 29 874 3720	myukari@ffpri.affrc.go.jp			http://ss.ffpri.affrc.go.jp/e_version/indexe.html
Kelly	McCloskey	President & CEO	Wood Promotion Network	Suite 1515, 700 West Pender Street, Vancouver, BC Canada V6C 1G8	Canada	604 891 1223	604 891 1227	kelly@woodisgood.org	Marketing and promotion of wood products	christine@woodisgood.org	
Ken	Montgomery	Senior Industry Officer	Industry Canada	235 Queen Street, K1A 0H5,Ottawa, Ontario	Canada	+1 613-954 3053	+1 613-952 8384	Montgomery.ken@ic.gc.ca			Industry Canada
Gerard	Murphy	Director-Harvesting, Sales & Marketing	Coillte Teo	Leeson Lane, Dublin	Ireland	353 1 6635267	353 86 2544742	gerard.murphy@coillte.ie	Marketing; Supply Chain Management		
Roger	Naylor		University of Helsinki, Department of Forest Economics	Palovartijantie 15D 46A, 00750 Helsinki	Finland	358 414594442		roger.naylor@helsinki.fi	Customer interface; Core competencies; Customer value		www.helsinki.fi/mimdk/mmekn
Paul	Newman	Director	Council of Forest Industries	Suite 1200, 555 Burrard Street, V7X 157, Vancouver, British Columbia	Canada	+1 604-891 1215	+1 604-684 4930	newman@cofihco.cofi.org			
Juha	Niemelä	Professor, Director	University of Helsinki, Institute for Rural Research and Training	Keskuskatu 34, 60100 Seinäjoki	Finland	358 6 421 3330	358 6 421 3301	juha.s.niemela@helsinki.fi	Marketing; Marketing strategies; Strategic planning; Innovation management; Customer-oriented marketing; Ecological marketing; Success factors; Sawmill industry; Development of rural areas; Rural entrepreneurship; SMEs in rural areas		www.helsinki.fi/hymakes
Hans	Nilsagard	Senior Adviser International Forest Relation	Ministry of Industry, Employment and Communications	Jakobsgatan 26, SE-103 33, Stockholm	Sweden	+46 8-405 1132	+46 8-405 2280	hans.nilsagard@industry.ministry.se			
Rupert	Oliver	Editor	Hardwoodmarkets.com	19 Raikeswood Drive, BD23 1NA, Skipton, North Yorkshire	United Kingdom	+44 1 756 796 992	+44 1 756 796 992	editor@hardwoodmarkets.com			www.hardwoodmarkets.com

Marketing Expertise List

First Name	Last Name	Title	Affiliation	Mailing Address	Country	Phone	Fax	eMail	Expertise/Research Area(s)	Secondary eMail	URL
Jim	Oimedo	Financial Advisor	Morgan Stanley	402 W. Grand Ave, Hot Springs , AR 71901	USA	800 473 4033	501 624 6311	jbullish@cablelynx.com			
Toshiaki	Owari	PhD, Assistant Professor	Hokkaido University, Japan	Kita 9, Nishi 9, Kita-ku, Sapporo 060-8589	Japan	81 11 706 2522	81 706 4935	owan@for.agr.hokudai.ac.jp	Forest certification; Forest products industry and markets in Japan; Intercultural business communication; International relationship marketing; Value creation in business relationships		www.hokudai.ac.jp
Lucie	Ozanne	Senior Lecturer	Lincoln University	Commerce Division, PO Box 84, Canterbury	New Zealand	643 325 2811	643 325 3847	ozannel@lincoln.ac.nz			
Tomas	Parik	Managing Director	CEPI - Confederation of European Paper Industries	Hlina 18, CZ-664 91,Ivanice	Czech Republic	+420 602-38 03 42	+420 502-41 82 14	t.parik@wood-paper.cz		tomas.parik@mondipackaging.com	http://www.wood-paper.cz; www.cepi.org
Dorothy	Paun	Associate professor	University of Washington	Box 352100, 396 Bloedel Hall, Seattle, WA 98195 2100	USA	206 685 9467	206 685 3091	dap@u.washington.edu	Innovative uses for small diameter roundwood; Achieving successful business partnerships between forest		http://www.cfr.washington.edu/People/Faculty/Paun/publications.htm
Alexandru	Pavel		National Institute of Wood (INL)	Fabrica de Glucoza st. 7, Bucharest 2	Romania	+ 40 21-233 1508	+ 40 21-233 1514	office@inl.ro			www.inl.ro
Ed	Pepke	Forestry Officer -Marketing	UN Economic Commission for Europe/Food and Agriculture Organization	UNECE Trade Development and Timber Division, 448 Palais des Nations, CH-1211 Geneva	Switzerland	41 22 917 2872	41 22 917 0041	Ed.Pepke@unece.org	International forest products markets (especially in the UNECE region); Forest products marketing; Forest products manufacturing; Forest Products market analyses; Certified forest products; Market information collection and dissemination; Illegal logging and trade of forest products		http://www.unece.org/trade/timber
John	Perez-Garcia	Associate Professor	Center for International Trade in Forest Products, College of Forest Resources, University of Washington		USA	206 685 2315	206 685 0790	perjohn@u.washington.edu			
Christer	Peterson	PhD, Professor	Lulea University of Technology	Skellefteå Campus, Skeria 3, SE-931 87 Skellefteå	Sweden	46 910 585 708	46 910 585 399	Christer.Peterson@tt.luth.se			
Olivian	Ptits			11504 Washington Place #D, Los Angeles, CA	USA	310 313 4786		optis1@lsu.edu	Entrepreneurial opportunities in forest products exporting		
Ewald	Rametsteiner	Dr	Executive Director EFI PC Innoforce	Feistmantelstr. 4, A-1180 Vienna	Austria	43 1 47 654 4418	43 1 47 654 4407	ewald.rametsteiner@boku.ac.at		www.efi-innoforce.org	
Robert	Rice	Professor	University of Maine	119 Nutting Hall, Orono, Maine 04469	USA	207 581 2883	207 581 2875	robert_rice@umit.maine.edu			
Francois	Robichaud	Market Researcher	Forintek Canada Corp	319 Franquet, Ste-Foy, Quebec, Canada, G1P 4R4	Canada	418 659 2647	418 659 2922	francois.robichaud@qc.forintek.ca	Marketing communications; The markets for structural components and prefabricated homes		www.forintek.ca
John	Rogalski	President	ROMEX World Trade Company L.L.C.	2189 Memorial Drive, Alexandria, Louisiana 71301-3610 or P.O.Box 1110, Alexandria, Louisiana 71309-1110	USA	318 483 3833	318 443 0159	john.rogalski@martco.com	Manufacturing and exporting hardwood lumber, softwood plywood, OSB and treated utility poles around the world (Asia, Europe, Latin America and the Mid East)		
Anders	Roos	Associate professor	Department of forest products and markets, SLU, Sweden and Dep. of Ecology and Natural Resources Management	Swedish University of Agricultural Sciences, Department of Forest Products and Markets, Box 7060, SE-75007, Uppsala	Sweden	46 18 671564 and 47 64948897	46 18 673490 and 47 64948890	anders.roos@spm.slu.se	Scandinavia; Strategies in the sawmilling industry; Bioenergy; Economics; Strategic issues and transaction cost analysis; Institutional issues; International forest negotiation processes; The forest sector in developing countries	anders.roos@isf.nih.no	www.spm.slu.se. www.nih.no/?avd=23
Joseph	Roos	PhD, Marketing Specialist	USDA Forest Service, Pacific Northwest Research Station Wood Utilization Center	204 Signaka Way, Sitka, AK 99835	USA	907 747 4311	907 747 4294	jroos@fs.fed.us	Japan softwood market; Japan hardwood market		http://www.fs.fed.us/pnw/sitka
Gerard	Schreuder	Professor and Director of Precision Forestry	College of Forestry, University of Washington	Box 352100, Seattle Wash 98195	USA	206 685 0887	206 685 3091	gsch@u.washington.edu			
Al	Schuler	Research Economist	USDA Forest Service	241 Mercer Springs Road, 24740, Princeton, WV	United States of America	+1 304-431 2727	+1 304-431 2772	aschuler@fs.fed.us			http://www.ams.usda.gov/standards/index.htm
Paula	Serrano		CEI-Bois, European Confederation of Woodworking Industries	Allée Hof-ter-Vleest 5/4, Boite 4, B-1070 Bruxelles	Belgium	32 2 556 2585	32 2 556 2595	paula.serrano@cei-bois.org	Communication and promotion activities forestry		www.cei-bois.org
Jeff	Serveau	Manager	Canadian Forest Service, Natural Resources Canada	580 Booth St, Ottawa, Ontario, Canada, K1A 0H4	Canada	613 947 9042, Cell 613 612 7584	613 947 7399	jserveau@nrcan.gc.ca			http://www2.nrcan.gc.ca/cfs-scl/Canada_wood/
Ren-Jye	Shiau	Associate Professor	Department of Marketing, National Chung Hsing University	250 Kuo-Kuang Rd., Taichung City 402	Taiwan	886 922 873 795	886 4 228 52419	marshall@nchu.edu.tw			
Steven	Shook	Associate Professor of Forest Products Marketing	University of Idaho, Department of Forest Products	PO Box 441132, Moscow, Idaho 83843-900	USA	208 885 6802	208 885 6226	shook@uidaho.edu	Innovation adoption behavior; Product diffusion modeling; Product substitution modeling; Pricing strategy; Effects of code requirements on product acceptance and success		http://www.webpages.uidaho.edu/~shook/shook.htm
Ramsay	Smith	Professor	Louisiana Forest Products Development Center, School of Renewable Natural Resources, LSU Agricultural Center, Louisiana State University	RNR Building, Louisiana State University, Baton Rouge, LA 70803	USA	225 578 4155	225 578 4251	wsmith@lsu.edu			http://www.rnr.lsu.edu/lfpdc

Marketing Expertise List

First Name	Last Name	Title	Affiliation	Mailing Address	Country	Phone	Fax	eMail	Expertise/Research Area(s)	Secondary eMail	URL
Bob	Smith	Professor/Extension Specialist and Director of the Center for Forest Products Marketing and Management	Department of Wood Science and Forest Products, Virginia Tech	1650 Ramble Road, Blacksburg, VA 24061	USA	540 231 9759	540 231 8868	rsmith4@vt.edu	Forest products marketing; Marketing Strategy; Personal selling in the wood products industry; Wood preservative and markets; Wood Industry Analysis; Strategic Planning for the Wood Products Industry		
Timothy	Smith	Associate Professor, Director	University of Minnesota, Forest Products Management Development Institute	University of Minnesota, 2004 Folwell Avenue, St. Paul, MN 55108	USA	612 624 6755					
Paul M.	Smith	Professor	Pennsylvania State University, School of Forest Resources, Wood Products Program	308 FRL, Univ. Park, PA 16802-4705	USA	814 865 8841	814 863 7193	pms6@psu.edu	Forest products marketing; product & market development; tropical timber utilization and trade; trade show use and effectiveness; woodfiber-thermoplastic composites; and value analysis		
Andrzej	Splawa-Neyman	Deputy Director	State Forests - Poland	ul. Gajowa 10, PL-60 959, Poznan	Poland	+481 033-618 474 32	+481 033-618 472 869	ney@pro.onet.pl			www.lasypanstwowe.poznan.pl
Russell	Taylor	Managing Director	International WOOD Markets	#501-543 Granville Street, V6C 1X8, Vancouver, British Columbia	Canada	+ 1 604-8015998	+ 1 604-8015997	retaylor@woodmarkets.com			http://www.woodmarkets.com
Ritva	Toivonen	Research Manager	PTT Pellervo Economic Research Institute	Eerikinkatu 28 A , FIN-00180 Helsinki	Finland	358 40 526 8412	358 9 348 88500	ritva.toivonen@ptt.fi			
Marcelo	Udarbe	Senior Manager	Mangium Industries Berhad	P.O. Box 11837, 88820 Kota Kinabalu, Sabah	Malaysia	608 8315 000	608 831 2213	mudarbe@pc.jaring.my			
Tiina	Vahänen	Forestry Officer	FAO	Viale delle Terme di Caracalla, 00100 Roma	Italy	+390 6 5-705 3743	+390 6 5-705 2151	tiina.vahanen@fao.org			
Chris	Van Riet	Environmental Adviser	EPF	Allee Hof-ter-Vleest 5/box 5, B-1070 Brussels	Belgium	32 2 556 2589	32 2 556 2594	chris.van.net@europanel.org	Panels; Environmental research; Materials engineering; Non-ferrous metals; Ceramics; Metallurgy; Technical textiles		www.europanel.org
David	Venables	European Director	American Hardwood Export Council	3 St. Michael's Alley, EC3V 9DS, London	United Kingdom	+44 207-626 4111	+442 076-264222	david.venables@ahec.co.uk			www.ahec-europe.org
Jussi	Virtanen	Research scientist	Helsinki University of Technology, Laboratory of wood technology	P.O.Box 5100, FIN-02015 HUT	Finland	358 9 451 4268	358 9 451 4277	Jussi.Virtanen@hut.fi			http://wood.hut.fi/english/index.html
Richard	Vlosky	Professor in Forest Products Marketing, Director	Louisiana Forest Products Development Center, School of Renewable Natural Resources, LSU Agricultural Center, Louisiana State University	RNR Building, Louisiana State University, Baton Rouge, LA 70803	USA	225 578 4527	225 578 4251	vlosky@lsu.edu	Domestic and international wood products marketing; Technology applications to improve wood products business competitiveness; eBusiness, eCommerce; Marketing applications to economic		
Tom	Waggener		International Forestry Sector Analysis (IFSA), International Consulting	1611 145th Pl. SE, Mill Creek, WA. 98012	USA	425 385 2206		IFSA.Wagg@verizon.net	Forest economics and policy; International trade; forestry development; Industrial structure and competitive advantage		
Ernesto	Wagner	South American Marketing Manager	Weyerhaeuser	PO Box 9777 Federal Way, WA 98063 CH 2D22	USA	253-924-5988	253-924-5979	ernesto.wagner@weyerhaeuser.com	Strategy of Forest Products Companies, International Trading between South America and North America, Chile expert		
David	Walker	Forest Officer	Swiss Agency for the Environment, Forests and Landscape	david.walker@buwal.admin.ch	Switzerland	41 31 324 7793	41 31-324 7789	david.walker@buwal.admin.ch			www.umwelt-schweiz.ch
Jeremy	Wall	Administrator	European Commission, Belgium	Rue dâ€™Arlon, 88, B-1049, Brussels	Belgium	+32 2-295 3726	B-1049	jeremy.wall@cec.eu.int			http://www.europa.eu.int/comm/enterprise/forest_based/index.htm
Stefan	Weinfurter	Dipl.-Ing. Graduate Research Assistant	Institute of Marketing & Innovation Department of Economics and Social Sciences BOKU, University of Natural Resources and Applied Life Sciences, Vienna	Feistmantelstr. 4 A-1180 Wien Austria	Austria	+43 1 47654 4406	+43 1 47654 3562	stefan.weinfurter@boku.ac.at	forestry; forest products marketing, new product development		www.boku.ac.at/mi
Thomas	Westcot	Trade Policy Coordinator	Forest and fishery Products Division U.S. Department of Agriculture	AG Stop 1047, 20250-1047, Washington, D.C.	United States of America	+ 1 202-7203331	+ 1 202-7208461	Thomas.Westcot@fas.usda.gov	Expertise in tariff and non-tariff trade barriers	tom.westcot@verizon.net	http://www.fas.usda.gov/fpd/fpd.html
Roderick	Wiles	Consultant	Broadleaf Consulting	116 Duke Street, Micheldever, S021 3DF,	United Kingdom	+440 196-27 74948	+440 196-2774948	rod@broadleafconsulting.com	Global wood market intelligence, hardwood and softwood promotion		
Paul	Winistorfer	Professor and Department Head	Department of Wood Science and ForestProducts, Virginia Tech	230 Cheatham Hall, Blacksburg, Virginia, 24061-0323	USA	540 231 8853	540 231 8176	pstorfer@vt.edu			www.woodsscience.vt.edu