

# The Wood Market in Karlstad



Ulf Gustavsson

**23 November, Elite Stadshotellet, function suite "Festsalen"**

**11:00 – 11:50 Builders' merchants – the sawmills' most important customers**

**Strong growth for Swedish builders' merchants and how digitalisation can help**

**Ulf Gustavsson, CEO, Bygghandlarna (Swedish)**

Formed in 2004, Bygghandlarna (The Association of Swedish Building Materials Merchants) is an industry body representing Sweden's builders' merchants, ironmongers and paint suppliers.

**British builders' merchants – the Swedish sawmill industry's most important export segment**

**David Hopkins, CEO, TTF\*\* (Timber Trade Federation) (English)**

The Timber Trade Federation (TTF) is one of the UK's largest industry bodies in the wood sector, representing everyone from importers, agents and distributors to builders' merchants and manufacturers.

**How can the Swedish sawmill industry improve its position in these two key markets?**

**Anders Ek, Senior Advisor, SCA Timber**

**Johan Fröbel, Head of Technology and Distribution, Swedish Wood (Swedish)**

SCA Timber is one of Europe's leading manufacturers of wood-based products, with an annual production capacity of 2.1 million cubic metres.

**13:45 – 14:00 Opening address**

**Kenneth Johansson, County Governor of Värmland (Swedish)**

Kenneth Johansson is a former MP for the Centre Party who chaired the Parliamentary Committee on Health and Welfare from 2006 until he was appointed County Governor of Värmland County in 2012.

**14:00 – 14:20 Macroeconomic trends, the outlook for our global markets**

**Mats Kinnwall, Chief Economist, Skogsindustrierna (English)**

Skogsindustrierna (The Swedish Forest Industries Federation) is the industry body for the pulp, paper and wood engineering industry.

**14:20 – 14:45 Competitiveness report on the Swedish sawmill industry**

**Peter Berg, Director of Knowledge, Paper & Forest Products, McKinsey (English)**

Peter Berg has extensive experience of providing industry-specific support in the international forest products sector and will be presenting the results of a recently completed study into the competitiveness of the Swedish sawmill industry.

**14:45 – 15:10 Nordic high-quality steel, success through differentiation and close work with customers**

**Göran Nyström, EVP Group Marketing & Technology, OVAKO (English)**

Ovako is a leading European manufacturer of component steel for customers in the bearings, transport and manufacturing industries.

**15:10 – 15:25 Break for refreshments**

**15:25 – 15:50 Panel debate: developing the wood industry for greater value creation and profitability**

**Speakers plus Peter Eklund, CEO Bergkvist Insjön, Anders Lindh, Head of the division Moelven Timber and Anders Ek, Senior Advisor SCA Timber and chair of Cei Bois\*. (English)**

Cei-Bois\* stands for the European Confederation of Woodworking Industries and TTF\*\* for the Timber Trade Federation, the body that represents British importers.

**15:50 – 16:15 Market overview**

**Magnus Niklasson, Market Analyst Skogsindustrierna**, describes the market trends and discusses the market development with panel participants **Olle Berg, Market Director Setra Group, David Hopkins, Lars Thorsrud, Market Director of Moelven and Anders Ek.** (English)

**16:15 – 16:40 50 years of the Swedish Timber Prize, reflections on progress and the future**

**Tomas Alsmarker, CEO of architectural practice Nyréns Arkitektkontor and jury member for the Swedish Timber Prize 2016**, shares his views on the progress and future of wood construction.

**16:40 – 16:45 Announcement of the Knights of the Order of the Wood Market**

**17:00 Wood Market networking party**



David Hopkins



Kenneth Johansson



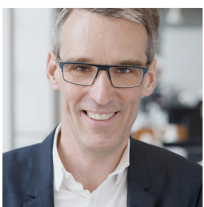
Peter Berg



Göran Nyström



Peter Eklund



Tomas Alsmarker