

The **Wood** Market in Karlstad 2018



Christer Kollberg



Alexander Åhréus



Ola Wong



Mathias Fridholm



Erik Belfrage



Ulf Gabriellsson



Sampsa Auvinen

Programme 22 November, Elite Stadshotellet, function suite "festlokalen"

10:00 – 11:30 Nordic builders' merchants – Swedish sawmills' key customer segment (in Swedish)

Why digitalise in the value chain?

Christer Green, Project Manager, Christer Green Affärsutveckling AB

Builders' merchants from a Nordic perspective

Christer Kollberg, Group Sourcing Director, Stark Group Sourcing

Swedish and Danish market

Fredrik Gustavson, Sales Director, Södra Wood Scandinavia

Swedish and Norwegian market

Alexander Åhréus, Sales Director, NWP Sales

Panel debate: Future trends and markets

14:00 – 16:45 Wood market, trends and development (in English)

Welcome to the market section

Mikael Eliasson, Director, Swedish Wood

China's strategy for national renaissance, the new Silk Road and consequences for Europe

Ola Wong, Journalist and China expert

China from a market perspective

Mathias Fridholm, SCA Wood

Experiences of building a new market

Suzan Ljungemo, International Sales Director, Moelven Timber

Short break for refreshments

Geopolitical developments in North Africa and the Middle East

Erik Belfrage, Region Manager, Maghreb and West Africa, Business Sweden

Market trends in MENA, is Sweden still a market leader?

Ulf Gabriellsson, CEO, UNI4 Marketing AB

Trump, tariffs and pines under attack. Analysis of North America

Magnus Niklasson, Wood Market Analyst, Swedish Forest Industries Federation

Outlook of the European Sawmill Industry

Sampsa Auvinen, Chairman of the European Organisation of the Sawmill Industry (EOS)

Panel debate: Trends and developments in the wood industry's market

Speakers plus Claes Andersson, CEO, JG Andersson AB and Nick Boulton, Technical Director, Timber Trade Federation (TFF)

Announcement of the Knights of the Order of the Wood Market

17:00 Wood Market networking mingle