I CERTIFIED BRAZIL
FSC PRODUCTS TRADE FAIR
April 15 – 17, 2004  - São Paulo  - Brazil

Organisation:  Initiative:  Supporters:
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General Overview

Results obtained

The event Brazil Certified - Fair of FSC Certified Products in Brazil - was the first of its kind in Latin America. Planned and organized by Imaflora (Institute for Management and Forest and Agricultural Certification), in partnership with Friends of the Earth, Imazon Institute, and FSC Brazil, this fair was held at the São Luís Convention Center, São Paulo, SP, during the period April 15 – 17, 2004. It had two primary objectives. The first objective was to encourage business between attendees and the companies exhibiting their products; the second was to strengthen and consolidate the FSC concepts and its trademark in Brazil with respect to opinion builders, entrepreneurs of the forest products production chain, consumers, retailers, students, and media in general.

The fair brought together more than 50 exhibitors, including wood processing companies, small producers, designers, NGO’s and government representatives. A wide range of FSC certified products was on display: wooden objects and ornaments, furniture, joinery, lumber, veneer, plywood and reconstituted panels, moldings, accessories for building construction, flooring, pencils, yerba mate, rosin, essential oils, nuts, cosmetics and many others. The fair turned out to be a perfect place for developing commercial contacts and business meetings between producers exhibiting their products.
and attendees willing to make purchases.

On the first day, participants were able to listen to the opening conference presented by Mrs. Marina Silva, Brazilian Minister for the Environment, and to take part in a seminar that discussed issues related to FSC certification. In addition to the mayors of a number of neighboring municipalities and officials from many organizations of the Brazilian forest sector, other important participants were: Mr. Jorge Vianna, Governor of the Acre State; Mr. Heiko Liedeker, Executive Director of FSC International, Bonn, and Mr. Goetz Schmidt-Bremme, German Consul in São Paulo.

The fair included a series of five workshops on the following subjects: Market for Certified Forest Products; Non-timber Forest Products; Corporate Social Responsibility; Use of Certified Wood-based Panels by the Furniture and Building Industries, and Ecodesign.

The presence of the Executive Director and of some members of the FSC Board was instrumental in promoting three FSC working meetings that discussed the following issues: forest plantations; percentage-based certification, and illegal wood. In addition, the fair represented a good opportunity for the organization of two more meetings: one of the International Network of Buyers’ Groups?? (GFTN), and a discussion among the FSC National Initiatives in Latin America.

Two parallel exhibits were also organized: one with photographs and texts conveying the message of forest certification, and another about the use of FSC certified products by renowned Brazilian designers of furniture, sculptures and jewelry.

About 4,300 participants visited the fair, including 117 from abroad. A survey involving all exhibitors was carried
out on the last day of the fair and showed that it was a great success: the results of “Brazil Certified” - Fair of FSC Certified Products in Brazil – were above all expectations.

According to the information obtained in this survey, most of the exhibitors were able to close business deals during the fair and some of them were sold out. During the coming months the fair organizers will carry out a follow-up of the contacts established between exhibitors and attendees. “We hope that this will be the first one of many future successful fairs” stated an enthusiastic exhibitor when asked about the results of the event.

Appendix I – Chart of the results of the survey

Information on attendees

Total attendance: 4,208 visitors

Attendees from 28 countries: Argentina, Australia, Belgium, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Ecuador, Finland, France, Germany, Guatemala, Guyana, Holland, Honduras, Mexico, Nicaragua, Peru, Portugal, Spain, Surinam, Switzerland, Turkey, United Kingdom, United States and Vietnam.

Brazilians from 24 States: Acre, Alagoas, Amazonas, Amapá, Bahia, Distrito

Partnerships

The role and responsibilities of each one of the organizations involved in the planning and execution of Brazil Certified - Fair of FSC Certified Products – was clearly established during the whole organization process. In order to provide assistance to this process, two committees were set up:

**Technical committee:**
- Imaflora: André de Freitas
- FSC: Garo Batmanian
- Imazon: Leonardo Sobral
- Friends of the Earth: Roberto Smeraldi

**Organizing committee:**
- Imaflora: Alessandra Arantes
- FSC: Walter Suiter
- Friends of the Earth: Ana Yang

Sponsors

**Banco Real** – Banco Real (Real Bank) is one of the sponsors of Brazil Certified. This financial institution takes into account social and environmental factors when carrying out risk assessment of credit operations, especially when timber companies are involved. Site: [www.bancoreal.com.br](http://www.bancoreal.com.br)

**Klabin** – In 1998, this company was the first one in the Southern Hemisphere to receive FSC certification. It was also the first in the world to receive FSC certification for non timber forest products: management of medicinal plants and chain of custody for phytomedicines and phytocosmetics. During the
second fair Klabin will present information on its sustainable development activities, including forests, production of wood and phytomedicines and a general description of its product line. In operation since 1899 and with over 12,000 employees, Klabin ranks top in integrated systems for the production of pulp, paper and paper packaging, with an annual production of 1.5 million tons of packaging paper. One third of this production is exported to more than 50 countries. Site: www.klabin.com.br

**Placas do Paraná –** (Parana Particleboard) A holder of an FSC certificate, this company was the first manufacturer of particleboard in Brazil. It uses wood obtained from forests that are managed in an environmentally adequate, socially fair and economically viable way. It produces about 330,000 m³ of particleboard a year, with and without overlay, plus 240,000 m³ of FSC certified MDF. Placas do Paraná exports part of its production to countries in Africa, Asia, Europe, Latin America, Middle East, North America and The Caribbean. Site: www.placasdoparana.com.br

**Frame Madeiras –** Best known for its trademark Frameport, this company manufactures doors, screens, and furniture using certified wood. These products are exported to many countries, including Argentina, France, Germany, Ireland, Italy, United Kingdom, and United States. Site: www.frameport.com.br


**ICCO** – International Cooperation for Development Organization. Site:
Supporters

Butzke - The first Brazilian company to receive an FSC label for manufactured products, Indústria de Madeiras Butzke is located in Timbó, 220 km from Florianópolis, the capital of the state of Santa Catarina. About 80% of its products, mainly garden furniture, is made with certified wood and is exported to countries in the Americas, Europe and Middle East. Site: www.butzke.com.br

EcoLeo – EcoLeo is a subsidiary of Leo Madeiras, a lumber retailer. It is the first lumber retailer in Latin America to market certified wood. Its store is located in Pinheiros, a section of the city of São Paulo well known for its concentration of stores that sell lumber, plywood and related materials. EcoLeo sells certified plywood, sawn wood, panels, door jambs and moldings. In its booth at the fair EcoLeo will show the different types of certified products that are sold exclusively at its store. It will also be the host for renowned designers to show their furniture and objects made with certified wood, like André Marx, who will be one of the speakers at the fair, and Pedro Useche, who will present his furniture of the Flexus line. Site: www.ecoleo.com.br
**Orro & Christensen** – Pioneer designers of furniture made with certified wood, this company will show its pieces in the booths of non governmental organizations such as Imazon, FSC and Imaflora. Orro & Christensen will present its racks, bookcases, furniture of the Grand Café line and tables of its Clip’s line, the first furniture line in the world to be granted a license to use the panda bear logo, WWF (World Wild Foundation) trademark. Site: [www.orroechristensen.com.br](http://www.orroechristensen.com.br)

**Tigre** – Pincéis e Rolos Tigre was established in 1929 and received its certification in 2002; it is the only company in the world to offer art paint brushes with FSC label. In 1997 it became a subsidiary of the Tigre Group, a large manufacturer of building construction materials in southern Brazil. Its industrial facilities are located in São Paulo, SP, and in Castro, PR. During the fair, Pincéis Tigre will give away Pinctore Ref. 815 art brushes to all participants. This brush, with white bristles and with the handle made of FSC certified wood, is ideal for oil and acrylic paintings. It manufactures over a thousand different products, covering three market segments: building construction (paint brushes, paint rolls, paint kits and accessories, sandpaper, adhesives etc.), artistic/artisan (art paint brushes and kits, canvas) and school supplies (paint brushes and kits, canvas). Tigre products are exported to Canada, Portugal, Spain, United States, and Spain and to various countries in Latin America and Africa. Site: [www.pinceistigre.com.br](http://www.pinceistigre.com.br)
Analysis of the financial results

**Fundraising** – The planning and organization phases of the Brazil Certified - Fair of FSC Certified Products took about 11 months and were carried out by Imaflora and WR São Paulo personnel. A number of meetings were held in São Paulo and in Brasília in order to identify and secure the commitment of potential sponsors that could provide the necessary funds for the event.

**Sources of funding**

Institutional funds made available at Imaflora: Ford Foundation, Hewlett and Novib
Earmarked funds obtained by Imaflora: USAID e ICCO
Institutional funds made available by Friends of the Earth, FOE

**Sponsor Quotas**

Banco Real/ABN AMRO
Placas do Paraná
Klabin
Frame

**Supporters:**

Butzke Móveis
EcoLeo
Tigre
Orro & Christensen

**Booths:** Additional funds were obtained through the sale of booths to exhibitors.
General results

Good integration between the organizer, Imaflora, and the participating companies, thus streamlining work and exchange of information with benefits to the event.

Determination of the group that decided to organize the event, with its members always motivated and seeking ways of making it happen by convincing potential participating companies that were doubtful of its organization;

Effective participation of exhibiting companies, who invested their time and energy in the fair, especially by preparing institutional material and decorating their booths and making the fair a pleasant place for attendees;

Location and facilities adequate for the event, which pleased both exhibitors and attendees. The presence of Mrs. Marina Silva, Brazilian Minister for the Environment, and of other government and private sector representatives was considered a high point of the fair.

Cultural and economic level of participants, both from Brazil and abroad, with many business contacts and commercial sales that were above expectations; possibility of maintaining these contacts after the fair was over.

Favorable statements expressed in the survey carried out with exhibitors with respect to the continuity of the work that led to the organization of the first fair,
which clearly indicated that it had been a positive initiative.

Support of FSC International in making available information about the event;

Electronic registration;

Quality of the final promotional material.
Promotional materials
APRIL 15-17 • 2004
SÃO PAULO • BRAZIL

FSC Certified Products Trade Fair
CERTIFIED BRAZIL

As the country with the largest extension of natural forest in the world and home to flourishing forest industries based on sustainability, Brazil wants to become one of the main suppliers of FSC certified forest products. In the first Trade Fair of certified forest products in Latin America you will get to know the wide range of certified products from the largest commercial center of Latin America.

The event Brasil Certified-FSC Certified Products Trade Fair will bring together enterprises that use Brazilian forests to develop products that are environmentally adequate, socially fair and economically viable.

The fair will offer the largest variety of certified products obtained from all regions of the country.

FSC Label: naturally good for the environment and to society. Excellent for business.

Special Features:
- Wooden furniture
- Wood-based panels
- Pulp and paper
- Furniture
- Articles from interior design
- Doors
- Flooring
- Oils and varnishes
- Cosmetics
- Food

Invited Exhibitors:
Wood industries, designers, Amazon communities and artisans that produce certified raw material or manufacture certified products such as:

- Furniture
- Pulp and paper
- Apparel
- Articles from interior design
- Doors
- Flooring
- Oils and varnishes
- Cosmetics
- Food

Business Round Table:
Take advantage of this business round table to get in touch with the exhibitors and negotiate directly with the manufacturers of certified products.

in order to reserve your space please contact:

We São Paulo Eventos e Ferras
End: Rua dos Divinos, 100 - São Paulo - SP
Tel: 011 3243 9434
Fax: 011 3243 9435
www.wesaojpaulo.com.br
CONHEÇA O BRASIL QUE PRODUZ E CONSERVA SUAS FLORESTAS

Feira de Produtos Certificados FSC
BRASIL CERTIFICADO
De 15 a 17 de abril
São Paulo Brasil
2004
Das 11:00 às 20:00

Venha visitar a
I FEIRA DE PRODUTOS FLORESTAIS
CERTIFICADOS FSC NO BRASIL
e conheça as empresas que estão fazendo um Brasil socialmente justo, ambientalmente adequado e economicamente viável.

Convite
Os organizadores da Primeira Feira de Produtos Florestais Certificados FSC - Brasil Certificado - têm a honra de convidá-lo para a abertura do evento no dia 15 de abril, às 11h00, e seminário com a presença da Exma. Srª Ministra Marina Silva, às 14 horas, no Centro de Eventos São Luís, Rua Luís Coelho, 323, São Paulo-SP. A programação do evento segue anexas.
Feira de Produtos Certificados FSC

Uma vitrine de produtos da floresta, no maior centro comercial do Brasil.

de 15 a 17 abril

Centro de Eventos
São Lourenço - São Paulo - SP
Av. Luís Carlos, 333
Depois ao metro Consolação.

Na primeira feira de produtos florestais certificados da América Latina, você前来体验各种产品，体验到FSC提供的巴西产品，或者将与森林可持续发展的企业进行合作，以便开发产品。

Informações:
WR São Paulo - www.wrsp.com.br

Realização
Apóio
Placas

Consumindo produtos certificados FSC, você contribui para a conservação das florestas brasileiras.
Feira de Produtos Certificados FSC
Uma vitrine de produtos da floresta, no maior centro comercial do Brasil.

Venha visitar de 15 a 17 abril
Centro de Eventos São Luis
São Paulo - SP
Rua Luís Célio, 323
próximo ao metrô Consolação

Conheça o Brasil que produz e conserva suas florestas.

Informação, Comercialização
WR São Paulo
Rua Dr. Clóvis de Oliveira
wrsp@wrssaopaulo.com.br
www.brascertificado.com.br

Realização
Inimorla
São Paulo
Media Relations

Press releases

Brazil will host Fair of FSC Certified Forest Products
Brazil has the largest area of tropical forest of the world and intends to be the largest supplier of certified forest products. In the first fair of FSC certified products of Latin American you will learn about the full range of FSC certified products that are produced in Brazil. Organized by NGO’s Imaflora, Imazon and Friends of the Earth and FSC Brazil, this event, which will take place in São Paulo, during the period April 15 – 17, 2004, will bring together the companies that use our forests to manufacture products that are environmentally adequate, socially fair and economically viable. In this fair you will find a wide variety of certified products from different regions of Brazil. Satellite events are also being planned, such as a business round-table – to encourage attendees to meet participant companies, a seminar on certification issues and a set of panels explaining what is forest management and FSC certification. For additional information, please go to the official site of the fair: www.certifiedbrazil.com.br

Brazil plans the first fair on forest certification
Companies like Klabin and Faber Castell already confirmed their presence at Brazil Certified, the first Latin American fair of FSC (Forest Stewardship Council) certified products. Organized by NGO’s Imaflora, Imazon and Friends of the Earth, and FSC Brazil, this event will bring together companies and organizations concerned with the sustainable utilization of Brazilian forests and that would like to expand sales of their products in international markets. The fair Brazil Certified will be held at the São Luís Convention Center, São Paulo, between April 15 and 17. Organizers expect an attendance of 10 to 15 thousand visitors. Although there are 33 certified forests in Brazil, about 80% of the wood produced in the Amazon Region still comes from illegal sources.
Fair will show designer pieces made with certified wood

**The first event of its kind in Latin America, Brazil Certified will reserve an exclusive space for award-winner pieces of Brazilian designers**

A space reserved for pieces of award-winner designers made from certified wood and other forest materials will be one of the highlights of Brazil Certified, the first fair in Latin America focusing on forest products certified according to the Forest Stewardship Council (FSC) scheme. This fair will be held at the São Luís Convention Center, São Paulo, between April 15 and 17. The exhibit Espaço Design, coordinated by designer Christian Ullmann, of Oficina Nomade, will bring together about 50 pieces of designers, design studios and small businesses that develop and manufacture furniture and interior decoration objects using FSC certified materials. Following an innovative format this fair, which shall receive around 15 thousand visitors, will show award-winner pieces and works of a select group of professionals and design studios that took part in recent design events, such as “Prêmio Brasil Faz Design 2004”, and also “Design & Natureza – Produtos da Floresta”. Renowned designers such as André Marx, Baba Vacaro, Nagib Orro, Sergio Fahrer e Juliana Llussá will take part in the fair. Following a modern trend in international design fairs, Espaço Design will be divided in two areas: commercial design and conceptual design. Brazil Certified will also show articles produced with wood residues by associations of workers, as the Porto Dias Rubber Tappers Association, from Acre, and the Boa Vista do Ramos Community, from the Amazon state.

Brazil has the largest area of tropical forest of the world and intends to be one of most important supplier of certified forest products in the coming years. The FSC label, granted in Brazil by the NGO Imaflora and by two other certification bodies, SCS and SGS, is the most important green label for forest products in the world. There are today about 600 certified forests in 59 countries of five continents, covering a total area of approximately 40 million hectares. In Brazil there are currently 35 FSC certified forests, but this number will reach close to 50 by the end of the year.
Porto Dias Association (Acre) gets FSC certificate

Community is the first producers’ association to obtain FSC certification for its non-timber forest products

Porto Dias Rubber Tappers’ Association, established in the municipality of Acrelandia (AC), has just received a Forest Stewardship Council (FSC) certificate for copaiba oil, a non-timber forest product extracted from the Copaiba tree that has anti-inflammatory properties and that is used by the pharmaceutical and cosmetic industries. With this label the Association hopes to expand sales of its products in other regions of Brazil and also export them to other countries. Since 2002 the community holds an FSC certificate covering management of its forests, thus contributing to the conservation of the environment and to improved social conditions of its workers.

The process for certifying a non-timber forest product, involving in this case managing trees for the extraction of copaiba oil, started in 2003 and has recently been recommended by Imaflora for approval. This certification will help the rubber tappers of this community to use in a more efficient way the potential for multiple uses of their forest resources. This Association, founded in April 1995, comprises 24 families – about 130 people – whose primary source of income is forest management and non-timber forest products. “This group was formed with the purpose of eliminating the middleman, so that the workers themselves could market and sell their products directly” states Nivea Marcondes, the coordinator for Forest Management of the Amazon Workers Center (CTA).

The Association is located in Acrelandia, at the Bolivian border, and is part of the Porto Dias Agro-Extractivist Settlement established by Incra. Its forest activities include logging, rubber tapping, production of Brazil nuts and oils. The workers are also involved in the manufacture of wooden objects such as trays and bowls. The annual production of the community is about 350 cubic meters of certified wood and 200 liters of copaiba oil. Trays and bowls, with a monthly production of 250 pieces, are manufactured in a woodshop that serves as a
training center for woodworkers. They are sold in other states, mainly São Paulo.

**Brazil Certified Fair**

With the purpose of expanding sales of their products, next April the Porto Dias Association will take part in the Brazil Certified Fair, the first fair in Latin America of FSC certified products. This event will bring together the Brazilian enterprises that already received this international green label, which in this country is granted by three certification bodies. The Brazil Certified - Fair of FSC Certified Products in Brazil will be held at the São Luís Convention Center, São Paulo, April 15 -17, 2004.

**Brazil will have the first forest certification fair in Latin America**

Brazil has the largest area of tropical forest of the world and intends to be one of most important supplier of certified forest products in the coming years. The growing interest in responsible utilization of forests will bring together forest enterprises, associations and consumers at the Brazil Certified, the first fair in Latin America of forest products certified according to the Forest Stewardship Council (FSC) scheme. This event will be held at the São Luís Convention Center, São Paulo, April 15 -17, 2004. The most important green label for forest products, the FSC certificate is granted in Brazil by three certification bodies, of which the non governmental organization Imaflora is one of them. More than 600 forests have already been FSC certified throughout the world, corresponding to 40 million hectares in 59 countries. In Brazil there are 35 forests certified by FSC. More and more aware of the dire consequences of deforestation and irresponsible use of forests, companies such as Klabin, Faber Castell, Cikel and Butzke have already discovered the benefits of FSC certification. They have confirmed their presence at this event, organized by NGOs Imaflora, Imazon, Friends of the Earth, and FSC Brazil, and that will be held at the São Luís Convention Center, São Paulo, April 15 -17, 2004. Architects, designers, traders and companies that sell forest products and non timber forest products will also take part in this fair, which will also
include a technical program, with workshops and seminars, a business round-
table and an exhibit of furniture, interior decoration objects, and jewelry by
renowned Brazilian designers. Business executives from Latin America,
Canada, Germany, Japan, United Kingdom, and United States have showed
interest in attending the fair.

More certified forests
Leader in forest certification in Latin America, Brazil will increase in more than
60% the number of certified planted forests by 2005. According to forecast
made by Imaflora specialists, the total area of certified forests will increase
from the current 980 thousand hectares to 1.6 million hectares, equivalent to
25% of all planted forests in the country. Moreover, the area of natural forests,
especially in the Amazon Region, will double by the end of this year. Brazil also
leads the continent with respect to the number of chain of custody certified
according to the FSC scheme (manufacturers, buyers, distributors and sellers
of forest products). Companies such as EcoLeo, Tramontina, and Tigre market
products certified with FSC label.

Profile of some of the exhibitors

Araucariarte – This company manufactures custom made furniture developed
by designer and agronomist Ricardo Afiune, using plantation wood produced in
a farm located at southern Minas Gerais. Some of the furniture pieces are
made with araucaria branches in their natural shape. Site: www.araucariarte.com.br

Araupel – With more than 30 years of reforestation activities, Araupel
manufactures products with FSC certified wood since 2002. Its main plant is
located in Quedas do Iguaçu, in southwestern Paraná. It also has other industrial
processing facilities in Telêmaco Borba (Paraná), Santa Cecília, Ponte Alta do
Norte and Curitibanos (Santa Catarina), and Bom Jesus (Rio Grande do Sul). It
exports to about 30 countries and is responsible for approximately 15% of all
Brazilian exports of the segment moldings, panels and building construction
components. Site: www.araupe.com.br

**BrasPine Madeiras e Indústria Brasileira de Molduras (Braspine Woods and Brazilian Molding Industry)** – Located in the state of Paraná, these companies use FSC certified wood to produce trimmings for the building construction industry, such as moldings, windows, door jambs, door and door parts. Site: www.braspine.com.br

**Caxuana** - Caxuana is a reforestation company located in Nova Ponte, Minas Gerais. In addition to its sustainable forest management, Caxuana also has areas that are used for agricultural crops (soybean and corn). In these areas it applies modern planting and harvesting techniques, thus reducing the environmental impact caused by farming activities. Every year the company reforests 1,4 thousand hectares and expects to harvest 8 million cubic meters of wood in 2010. Caxuana sells 20% of its products in the domestic market (South, Southeast, Middle West and Northeast regions) and exports 80% (United States, Europe and Asia). Its workforce consists of 400 employees and 600 workers hired by subcontractors. Site: www.caxuana.com.br

**Cikel** – Cikel Verde S/A, which holds five FSC certificates - four dealing with wood processing and one with forest management – is one of the largest wood processors and trader of forest products in Brazil. Its headquarter office is located in Curitiba, Paraná, but its logging and processing activities take place in various places of northern Brazil. Its product line goes from plywood and veneer to cross ties, decks and garden furniture. Site: www.cikel.com.br

**Espírito da Amazônia (Amazon Spirit)** – This company was established in 2001 with the purpose of developing, promoting and marketing innovative products that were truly Brazilian and related to self sustainable development. Moreover, these products should encourage nature preservation and enhance the traditional culture of our people. Its activities include: development of corporate souvenirs, interior decoration and accessories for events, development of promotional material, “organic buffet” that serves dishes prepared with certified organic foods. This buffet will supply the appetizers for the cocktail of the fair
opening ceremony. Site: www.espiritodaamazonia.com.br

**Etel Interiores – (Etel Interiors)** In 2001, this company was the first furniture manufacturer to receive an FSC certificate in Brazil. Its artisans produce high-end furniture using ancient carpentry techniques, much different from a modern industrial facility. Etel Interiores will share an exhibition booth with AVER Amazônia, from Xapuri, Acre, and with the government of the state of Acre.

**Faber-Castell** – A world leader in the manufacture of wooden pencils, with an annual production of over 1.5 billion units, Faber Castell has developed pine reforestation projects covering a total area of about 9,000 hectares. These projects are distributed among 10 tree farms located at the municipalities of Prata and Uberlândia, both in the state of Minas Gerais, and include environment protection measures that ensure good forest management. Approximately 60% of its production is exported. At the Brazil Certified fair Faber Castell will show the different kinds of pencil of its product line, all of them made with certified wood: black graphite, color, mini color, carpenter’s pencil, eye pencils and custom made pencils. In addition, it will demonstrate the various phases of the pencil manufacturing process and describe its socio-environmental activities. Site: www.faber-castell.com.br

**Floresteca** – Certified since 1997, Floresteca produces and markets teak wood of high quality, in a socially and environmentally responsible manner. Teak (*Tectona grandis*) originally comes from mixed forests of India, Myanmar, Thailand and Laos. It was introduced in Indonesia more than 400 years ago and today is planted throughout Southeast Asia and also in the tropical areas of the Americas, Africa and Pacific. Floresteca plantations were established in the state of Mato Grosso, in areas where the primary economic activity was grazing, with low density of heads of cattle per hectare. More than 800 workers are directly involved with Floresteca forest activities. Site: www.floresteca.com.br

**Acre Community Forest Producers’ Group** – Acre Workers’ Center (CTA) consists of associations with experience in community management. Some of the more active associations include: Porto Dias Rubber Tappers Association,
Association of Producers in Forest Management and Agriculture of the Peixoto Settlement, São Luís do Remanso Rubber Tappers Association and the Dwellers and Producers Association of the Chico Mendes Agroextractivist Settlement. Workers of these associations will exhibit products made with certified wood (blocks and planks), small objects, copaiba oil (used by the cosmetics industry) and seeds of forest trees. Site: www.cta-acre.org

**Lavrasul** – Certified by FSC in March, 2004, Lavrasul manufactures plywood, moldings, panels and blockboard. Its industrial facilities are located in Canoinhas and Timbó, in the state of Santa Catarina. It employs about 1,500 workers and has an output of 25 thousand cubic meters/month of finished products in its Canoinhas plant. www.lavrasul.com.br

**Matiz Movelaria (Matiz Furniture Manufacturer)** – The philosophy of this company, which is located in São Paulo, is to produce high quality furniture developed on the basis of new materials research and research on recently discovered woods. This type of furniture will be shown at the collective booth of the Certified Wood Buyers’ Group. This booth, with a total area of 96 square meters, will be designed by Architect Alice Hsieh, Master in Sustainable Architecture by The London University. In order to give visitors a taste of ecologically correct products, Matiz will exhibit its Tapajós table, its chair Ethos - with and without arms, the stool Aero and the bookcase Mogui. Site: www.matizmovelaria.com.br

1 Companies listed here are those that sent information by the time this summary report was prepared.
Appendices
Media Relations – Activity Report

February 2004

Meetings

WR, Imaflora and Friends of the Earth to discuss how dissemination of information about the fair would be carried out;
Visit to the convention center in order to decide where the press room should be;
Request and definition about the invitation to journalists from abroad, so that visits to certified operations could be programmed;
Participation in the meeting with Friends of the Earth to obtain the list of companies that buy certified products;
Meeting at Imaflora;
Request of information about companies already registered at the fair;
Request of information about certified companies, their operations and products shown at fair;
Interview with the coordinator of the Porto Dias Association in order to prepare text;
Preparation of specific mailing lists for sending texts;
Meeting at Imaflora to visit its

Press release about the Design Exhibit sent to Casa Cláudia magazine and to general mailing;
Suggestion of story ideas for columns in the newspapers O Estado de S. Paulo and O Globo

Notes published about the event

Painel S.A da Folha de S.Paulo
Note about the fair on eMobile
Agência Estado (Internet)
Companhias Abertas (Agência Estado)
Estadão on-line (Science and Environment)
Jornal do Meio Ambiente
Boletim Aimex

Information Requests Received

Media outlet: Casa e Jardim magazine (Editora Globo)
Story: Fair of Certified Products

Media outlet: Gazeta Mercantil (special supplement)
Story: Planned Forests and Certification

Media outlet: Escala Rural
Story: article of 4 pages on Imaflora and the certification process.
headquarter offices and to learn about the certification process – Marli, Carla e Alessandra;
Phone interview with Christian Ullman in order to obtain information about Espaço Design;
Preparation of text about the Design Exhibit and other suggestions of story ideas;
Preparation of text about the Comaru?? enterprise;
Contact with Banco Real staff in order to define inclusion of their sponsorship in the promotional material.

**Actions taken**

Press release about the certification process of Porto Dias Association to mailing specialized in environmental issues and to general mailing;
Text to be distributed to journalists of media specialized in the sectors of wood products and building construction – waited for the approval of the text;
Suggestion of story ideas for Modern Consumer magazine and for the television program “Small Companies Great Businesses”;
Press release about the fair sent to specialized mailing and to general mailing;

**Media outlet:** Kaza magazine  
**Story:** Fair of Certified Products

**Media outlet:** Gazeta Mercantil  
(Special supplement on forests)  
**Story:** Planned Forests and Certification

**March**

**Actions taken**

Suggestion of story ideas to Foco em Economia magazine
Suggestion of story ideas to Canal Futura
Press release to be published by companies abroad
Contact with André Marx for briefing
Follow-up of contact with Natália Brusky, producer of the program “Um pé de quê?”, Canal Futura,
Information sent to journalist Washington Novaes
List of journalists’ names sent to be registered at fair
Note sent to Persona column about the Design Exhibit
Note sent to advertising mailing about Banco Real sponsorship
Notes published about the event
Casa e Jardim
Portal Moveleiro
Casa Cláudia
Kaza
O Liberal

Information Requests Received

Media outlet: Mobile magazine
Story: Certified Products Fair

Media outlet: Revista Pequenas Empresas
Story: Environmentally adequate products

Media outlet: Saúde
Story: Services about the fair

April

Actions taken

Phone interview between Andrea Viali, from Gazeta Mercantil, and André de Freitas
Preparation of press-kit for the fair
Suggestion of story ideas about FSC and the buyers’ group to master mailing of journalists
Suggestion of story ideas about certification to Veja, Epoca, Foco and Exame magazines
Suggestion of story ideas to journalist Liana John, who referred us to journalist Maura Campanili for an interview
Note sent again to mailing about registering with our data bank
Negotiations with members of the staff of Minister Marina Silva’s office about interviews she would give at the fair
Suggestion of story ideas sent to newspapers: Diário de S.Paulo, DCI, Diario do Comercio, Folha de São Paulo and Agencia Estado
Meeting with journalist Érica, from Cosmetics & Toiletries magazine
Participation in the interview given by André de Freitas, Imaflora’s Executive Secretary, and Heiko Liedeker, FSC International Executive Secretary, to journalist Maura Campanili
Photos and press releases sent to journalist Tatiana Vaz, from Revista Veja
Participation in the interview given by André de Freitas and Heiko Liedeker to Canal Rural
Participation in the interview given by André de Freitas and Heiko Liedeker to Canal Rural
Participation in the interview given by Ana Yang, from Friends of the Earth, to Canal Rural
Accompanied journalists during the fair, including those from Jornal Nacional, Rede Globo
Reply to requests from media relations officers from the following organizations: Klabin, Faber-Castell, Orro & Christensen, Matiz Movelaria e EcoLeo, and also from Imaflora and WR, Information about business deals closed at the fair and about fair attendance
Contact with journalists of Jornal Nacional and Globo News to suggest story ideas about the fair
Accompanied André de Freitas during his interview with Jornal Nacional

and two notes
Tribuna da Imprensa (RJ)
Canal Rural;
TV Record;
Casa Cláudia;
Tribuna da Imprensa – Rio de Janeiro;
Diário do Grande ABC;
Agência Estado;
Suplemento Agrícola (Estadão);
Chiques e Famosos magazine;
Ana Maria magazine;
Estadão (César Giobbi);
Kaza magazine;
Amazônia On Line;
Instalar News magazine;
Veja magazine;
Safra magazine (Goiás);
Diário do Comércio;
Rádio Eldorado.

Notes published about the event

Folha de S. Paulo – Construction Supplement;
Carta Capital;
Abimóvel magazine;
Sul Ambiental magazine, em 03/04;
Jornal do Meio Ambiente On Line;
Ambiente Brasil – On Line (two stories);
Gazeta Mercantil: front page, story

Press Attendance

Rodrigo Petterson – Greenpeace
Renato Suelotto – Árvores Brasil
Isabel Diego – Ecomídia
Paulina Chamorro – Rádio
Carine Ferreira – Canal Rural
Rafael Macedo – Referência magazine
Sandra Barbosa – Boa Viagem On Line magazine
Luciana Ferreira – Rádio Jovem Pan
Fabiana Uchinaka – Rádio BRÁS
Vania Silva – Arquitetura e Urbanismo magazine
Vivian Simonato – Móbile magazine
Marcelle Papacidero
Joyce – TV Record
Tatiana Vaz – Veja magazine
Bruna Soares – Revista dos Eventos
Adriana Wolff – Bons Fluidos magazine
Ronaldo Ferreira – Kaza
Angélica Ferracini
Ana Sant’Anna – Viver Bem magazine
Monalisa Perrone – Jornal Nacional (TV Globo)