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General Overview

Certified Brazil Trade Fair is a joint initiative of Imaflora (Instituto de Manejo e Certificação Florestal e Agrícola – Institute for Agriculture and Forest Management and Certification), Imazon (Instituto do Homem e Meio Ambiente da Amazônia – Institute for Man and the Environment of the Amazon Region), Friends of the Earth (FoE) – Brazilian Amazon Region, and the National FSC Initiative in Brazil (Conselho Brasileiro de Manejo Florestal - Brazilian Council for Forest Management, FSC-Brazil). The main objective of this trade fair is to promote the Brazilian forest sector that is committed to sustainability.

The first trade fair took place in April 2004 and its success was a clear indicator of the large market potential for certification in Brazil. It brought together a large number of exhibitors that were exclusively forest enterprises and forest communities with FSC certification. The second edition of this trade fair, which took place in April 2006, confirmed its success with a wider range of certified forest products exhibited.

The positive results obtained from these two editions of Certified Brazil Trade Fair led the organizers to transform it into a bi-annual event to promote business between producers and buyers of certified products.

The III Certified Brazil Trade Fair was held from April 16 to April 18, 2008, at the São Luis Convention Center (Centro de Eventos São Luis), São Paulo, Brazil.

The trade fair, which lasted for three days, had the participation of 39 exhibitors and received 5,032 visitors, 35 of which were from other countries. The visitors were able to learn about forest projects committed to sustainable development, establish institutional and commercial contacts and to learn more about forest products markets by participating in Market Forums. The Certified Product Exhibit provided them with the opportunity to become familiar with certified products currently available on the Brazilian market.

The guest speakers at the opening ceremony, which highlighted the current world scenario and trends on forest certification, included Mr. Tasso Rezende de Azevedo, Director of the National Program for Public Forests, who represented Ms. Marina Silva, Brazilian Minister for the Environment; Mr. Frank Heemskerk, Minister of Economic Affairs and Foreign Trade of the Netherlands; Mr. Roberto Waack, President of the International Council of the Forest Stewardship Council (FSC); Mr. Luís Fernando Guedes Pinto, Imaflora's Executive Secretary; Mr. Carlos Souza, Imazon's Executive Secretary Jr.; Mr. Roberto Smeraldi, Director of Friends of the Earth (FoE) – Brazilian Amazon Region; Mr. Eduardo Jorge, Secretary for the Environment, City of São Paulo, and Mr. Thomas White, US Consul in São Paulo, representing the American Ambassador in Brazil.

A number of satellite events were organized in parallel to the trade fair. These included the launching of the Sustainable Products and Services Catalogue, an on-line tool developed by the Center for Sustainability Studies of the Getúlio Vargas Foundation (CES/FGV) with support from Banco Real; the Sustainable Amazon Region Forum; a signing ceremony of the book "Landscape Management and the Landscape of Management" (O Manejo da Paisagem e a Paisagem do Manejo) published by Alfa Consortium, and the launching of the first edition of the "Guidebook of Ecologically Correct Products", which contains information on FSC activities in Brazil and throughout the world. This guidebook, which is a result of a partnership between FSC and Banco Real, contains a list of stores and suppliers of FSC-certified products.

As already mentioned, this third edition of Brazil Certified had a wider range of certified products that included wood, furniture, pulp and paper, books, wood-based panels, objects for interior decoration, gifts and souvenirs, and non-timber forest products (food, cosmetics, oils, fragrances).

In order to assess the results, a survey was carried out among exhibitors of the III Certified Brazil Trade Fair. The results confirmed that the trade fair met their expectations, not only with respect to the volume of sales, but also in relation to the quality of the business contacts they were able to make and the visibility they gained with their respective target audiences. Most of the exhibitors surveyed are planning to participate in the fourth edition of this event.

Visitors

Total number of visitors: 5.032

Countries represented: 9 – Holland, Hungary, England, Chile, Indonesia, Costa Rica, USA, Japan and Italy.

Brazilian States: 20 – Acre, Amapá, Amazonas, Bahia, Ceará, Brasília, Espírito Santo, Goiás, Maranhão, Minas Gerais, Mato Grosso, Pará, Paraná, Rio de Janeiro, Roraima, Rondônia, Rio Grande do Sul, Santa Catarina, São Paulo e Tocantins.

Program

Market Forums

The Market Forums, attended by representatives of the forest production chain, were organized to provide an opportunity for the discussion of the various aspects of certification markets in Brazil and throughout the world. These discussions showed how it is possible to transform raw material from certified forests into products demanded by responsible consumers.

During three days, participants were able to share strategies for sustainable wood purchasing and learn about successful cases of companies that had included FSC certification in their buying policies.

The main objective of market forums was to bring FSC certification closer to the general public. Practical cases that were close to the daily routine of enterprises, government agencies and final consumers were demonstrated. Participants were able to learn that certification is really not a distant and inaccessible concept, but is part of everyone's day-to-day life.

Topics addressed at market forums:

April 16 – FSC as a marketing tool				
3 PM – 4 PM		Theme	Speaker	Organization
Rachel Biderman	3:00 PM 3:20 PM	Certification as a tool for establishing a forest economy	Tasso Azevedo	Director General Brazilian Forest Service
CES	3:20 PM 3:40 PM	FSC certification as a tool for reducing financial risks.	Christopher Wells	Superintendent, Riscos Socioambientais Co.
		Questions and answers		

April 16 – Forest certification as a tool to promote responsible purchases				
5 PM – 6:30 PM		Theme	Speaker	Organization
Rachel Biderman	5:00 PM 5:20 PM	The role of private and public purchases in Holland	Christiaan van der Kamp	City government representative, Holland
CES	5:20 PM 5:40 PM	The role of public purchases in the municipal government of the city of São Paulo	Eduardo Aulicino	Technical Assistant, Secretariat for the Environment, City of São Paulo
	5:40 PM 6:00 PM	The role of corporate purchases	Rita Oliveira	Wal-Mart Co.
		Questions and answers		

April 17 – Market Panel: Brazil				
3 PM – 4:30 PM		Theme	Speaker	Organization
	3:00 PM 3:20 PM	Premium price – where? How much?	Ana Vianna	Orsa Group
	3:20 PM 3:40 PM	An analysis of the evolution of tropical wood supply and demand	Ana Rossi	Cikel Brasil Verde Co.– Member of PFCA (Group of Certified Forest Producers of the Amazon Region)
	3:40 PM 4 PM	An analysis of the evolution of plantation wood supply and demand	Cesar Augusto dos Reis	Executive Director, ABRAF (Brazilian Association of Planted Forests)
		Questions and answers		

April 17 – Global Market Panel				
5 PM – 6:30 PM		Theme	Speaker	Organization
	5 PM 5:20 PM	Progress of certification in Peru	Raul Dance	WWF Peru
	5:20 PM 5:40 PM	Progress of certification in Bolivia	Fatima Baqueros	FSC Bolivia
	5:40 PM 6 PM	Progress of FSC certification around the world	Liza Murphy	FSC Global Development
		Questions and answers		

April 18 – Forest certification as an instrument for generating income				
1 PM – 2:30 PM		Theme	Speaker	Organization
	1 PM 1:20 PM	Certification as an instrument for social development	Rubens Gomes	Director, GTA (Amazon Region Working Group)
	1:20 PM 1:40 PM	Community forest management in the State of Acre	Adriano Trentin Fassini	Superintendent, Cooperfloresta Co.
	1:40 PM 2 PM	Enterprise-community partnership	Eudimar Viana	President, COMARU Co.
		Questions and answers		

April 18 – The Frontier of Certification				
3 PM – 4:30 PM		Theme	Speaker	Organization
	15h00 15h30	Multistakeholder certification journey to markets	Michael Conroy	Yale University
	15h30 16h00	Forest Certification and its relation to environmental services and energy markets	Roberto Waack	President, FSC International Council, and Amata Co.
		Questions and answers		

April 18 – Presentation of the Sustainable Amazon Region Forum				
5 PM – 7 PM		Theme	Speaker	Organization
	17h00 17h10	Opening	Beto Veríssimo	Imazon
	17h10 17h40	Climate change	Antônio Nobre	Researcher, INPE
	17h40 18h10	Strategies for sustainable and socially-inclusive development in the Amazon Region	Ignacy Sachs	Paris University
	18h10 19h00	Roundtable discussions	Paulo Itacarambi, Rubens Gomes, Sergio Amoroso Jecinaldo	GTA, COIAB, ETHOS and ORSA
		Questions and answers		

Certified Product Exhibit

In the living room, bathroom, garden, office; on the street, in supermarkets, at farmers' markets – the Brazilian society is finding out what can be done to improve its quality of life.

The III Certified Brazil Trade Fair shows the present and future of a conscious and responsible society that interacts with its surroundings in a more sustainable way. Participants of this exhibit become aware of the wide diversity of certified products available on the market today and that are part of their daily lives. Most people are not fully aware of the quality and responsibility involved in the production and consumption of certified products.

What do charcoal, arts and crafts, prefab houses, cosmetics, paper packaging, cardboard, yerba mate, black pencils, Brazil nut oil and newsprint have to do with each other? All of them can be certified products.

With our purchasing power, the responsibility rests in our hands. One of the main objectives of the Certified Brazil Trade Fair is to mobilize people towards a more conscious consumption by

means of certified products, which are produced in a more ethical way than non-certified products.

Trade Fair Team

Tânia de Paula e Christian Ullmann – conception, event curator, coordination.

Ilaria Serpente – assistant designer.

Associação Monte Azul – production of cut-outs.

Organization

WR São Paulo Congresses and Trade Fairs.

IT Projetos – office for the development of products with socioenvironmental responsibility.

Certified Product Buyers Group.

Partners

Cikel Brasil Verde

EcoLeo

Suvinil

FSC, IMAFLORA, AMAZON and Friends of the Earth (FoE)

Partnerships

The organization of the III Certified Brazil Trade Fair involved professionals from all four sponsor organizations plus the entire WR team, the partner that is in charge of organizing and managing the whole event. Two committees were set up to oversee planning and organizational activities:

Technical Committee:

Imaflora: Luís Fernando Guedes Pinto

FSC: Ana Yang

Imazon: Carlos Souza Jr.

Amigos da Terra: Roberto Smeraldi

Organizing Committee:

Imaflora: Maria Regina Nouer

FSC: Ana Yang

Imazon: Denys Pereira

Amigos da Terra: Marisa Simões

WR São Paulo: Rita Mazzotti e Priscila Santos

IMAFLORA - Instituto de Manejo e Certificação Florestal e Agrícola (Institute for Agriculture and Forest Management and Certification) is a nonprofit, nongovernmental organization established in 1995 to promote the conservation and sustainable use of natural resources and to generate social benefits in the forest and agricultural sectors.

www.imaflora.org

IMAZON - Instituto do Homem e Meio Ambiente da Amazônia (Institute for Man and the Environment of the Amazon Region) is a nonprofit research institute established according to the rules and regulations of OSCIP (Civil Society Organization of Public Interest). Its mission is to promote sustainable development in the Amazon Region through research, support to public policy formulation, ample information dissemination, and capacity building.
www.imazon.org.br

FRIENDS OF THE EARTH – BRAZILIAN AMAZON REGION (FOE) – an OSCIP established in 1989. Its main activities are related to public policies, markets, local communities and information dissemination with primary focus on the Amazon Region. It acts as the secretariat for the Buyers Group of Certified Forest Products.
www.amazonia.org.br

FSC (FOREST STEWARDSHIP COUNCIL) Forest Stewardship Council is one of the world's most respected forest certification systems. Forest certification ensures traceability of raw materials from a certified forest to the end product, including all phases of processing, transportation and storage. This certification scheme has been operating since 2003 and is now present in 70 countries. It is a mandatory requirement for public purchases in Belgium and Holland.
www.fsc.org.br

WR SÃO PAULO FEIRAS E CONGRESSOS (WR São Paulo Congresses and Trade Fairs) is an enterprise that has worked in the promotion and organization of trade fairs, congresses, seminars and workshops of the forest and environmental sectors for more than 15 years. It organizes the most important fairs and congresses of these two sectors in Brazil. Its headquarters is located in São Paulo.
www.wrsopaulo.com.br

Analysis of financial results

Fund raising

The planning and organization of the III Certified Brazil Trade Fair took about one year and involved efforts of staff members of Imaflora, Imazon, Friends of the Earth – Brazilian Amazon Region, FSC Brazil, and WR São Paulo.

In order to make the event financially viable, the organizers formed a number of partnerships and established quotas for potential sponsors and supporters. In addition, booth spaces at the trade show were sold to exhibitors.

Sponsor Quotas

Amata – www.amatabrasil.com.br
Banco Real - www.bancoreal.com.br

Banco do Brasil – www.bancodobrasil.com.br
Klabin – www.klabin.com.br
Suzano Papel e Celulose – www.suzano.com.br

Supporters

D’Lippi – www.dlippi.com.br
EcoLeo - www.ecoleo.com.br
Planeta Sustentável – www.planetasustentavel.com.br

Media Campaign for Promoting the Trade Fair

CAMPAIGN OBJECTIVES:

- Promote FSC Certification;
- Create business opportunities for certified enterprises;
- Encourage FSC Certification;
- Motivate people to come to the event.

TARGET AUDIENCE:

- Consumers in general: individuals and corporations that use forest raw materials and/or timber and non-timber forest products;
- Opinion leaders: journalists, entrepreneurs and representatives of professional and technical associations, research institutes and universities, among others;
- Buyers and processors of certified forest raw materials (partnership with exhibitors);
- Producers and processors of forest raw materials and timber and non-timber forest products.

ACTIONS TAKEN:

- Web page announcing the event beginning in June, 2007 (www.brasilcertificado.com.br);
- Electronic banner placed at the Web page of Planeta Sustentável (Sustainable Planet);
- Electronic banner placed at the Web page of Leo Madeiras;
- Electronic banner placed at the Web page of WR Congressos e Feiras, the company in charge of organizing the event;
- Electronic banner placed at the Web page of MaxpressNet, which is accessed by 13,000 media outlets and 50,000 journalists;
- Distribution of 4,000 post cards in events of the sector;
- Distribution of 40,000 stickers to be placed on the correspondence sent by the event organizers, sponsors and exhibitors;
- Distribution of 15,000 flyers at Laselva bookstores in the airports of São Paulo and Brasília;
- Distribution of 5,000 brochures at stores and events related to forest products;
- Distribution of 20,000 invitations to potential exhibitors and partners, universities, stores and events related to forest products;
- Distribution of 300 posters to exhibitors, partners, stores and universities;
- News announcing the event sent on three different occasions to 13,000 customers included in the mailing list of Leo Madeiras Co.;
- News announcing the event sent by e-mail to 25,000 individuals and companies included in the mailing list of WR Congressos e Feiras (mailing list made up of: wood processing industries, furniture companies, reforestation enterprises, consulting companies, universities, trading companies, machinery and equipment suppliers, manufacturers and distributors of finishes and wood treating chemicals, lumber yards, trade and professional associations, NGOs, research institutes and national and international public agencies);
- News announcing the event sent by e-mail to 16.000 international subscribers of the Web site Furniture Today;
- News announcing the event sent by e-mail to 7,000 foreign individuals and companies included in the mailing list of Portal Moveleiro (furniture manufacturers, stores,

commercial representatives, importers, architects, designers, interior decorators, subcontractors and other related organizations);

- News announcing the event sent by e-mail to 135.000 national subscribers of the Web site Portal Moveleiro (furniture manufacturers, stores, commercial representatives, importers, architects, designers, interior decorators, subcontractors and related organizations).
- Advertisement in Vejinha São Paulo weekly magazine, with a circulation of 400.000 copies;
- Advertisement in the April/08 edition of the Leo Madeiras magazine with a circulation of 38,000 copies;
- Advertisement in the March and April/08 editions of the Página 22 magazine, published by Fundação Getúlio Vargas, with a circulation of 10,000 copies a month;
- Advertisement in the March/08 edition of Primeiro Plano magazine, with a monthly circulation of 5.000 copies;
- Advertisement in the April/08 edition of Marketing magazine, with a circulation of 20,000 copies;
- Advertisement in the October/07, December/07, February/08 and March/08 editions of the Referência magazine, with a monthly circulation of 10,000 copies;
- Advertisement in the Guia Técnico, a section of Referência magazine, with a circulation of 10,000 copies;
- Advertisement in the Economy Section of the Estado de São Paulo newspaper, with a circulation of 230,000 copies;
- Advertisement in the Propaganda & Marketing journal, with a circulation of 20,000 copies;
- Inclusion of full banners in three editions of the weekly electronic bulletin of Portal Moveleiro Web site, which is sent to 135,000 subscribers with interest in forest products (furniture manufacturers, stores, commercial representatives, importers, architects, designers, interior decorators, subcontractors and other related organizations);
- Note published in FSC News and Notes, sent to 13,000 contacts, February/08 edition;
- A note about the event published in the January/8, March/08, April/08 and July/08 editions of the FSC National Initiative, which is sent to 3,700 subscribers;
- Note published in the April/08 edition of Página 22 journal, with a circulation of 10,000 copies;
- 40 insertions a day, beginning in March/08, on TV Minuto, a closed-circuit television advertisement service on board of green and red lines of the São Paulo subway system;
- Press service hired especially to promote the event (articles published by communication channels with wide circulation: newspapers, magazines, TV programs etc.);
- Exhibition of banner and distribution of flyers at the VII Wood Products and Machinery Fair, held in the city of Belém, Pará, in October/2007.

Materials Produced

- **Stickers**
- **Post Cards**
- **Brochures**
- **Posters**
- **Invitations**
- **E-mkt**
- **Advertisement in magazines**
- **Advertisement in electronic media**
- **Folders**
- **Writing tabs**
- **Name tags**
- **Banners**

Appendices

Floor plan of the trade fair

Survey Data

Exhibitors list

Amigos da Terra - Amazônia Brasileira

[Friends of the Earth (FoE) –Brazilian Amazon Region]

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Fax: 11 3887- 9369

E-mail: compradores@amazonia.org.br

www.amazonia.org.br

Astro Torrefação e Comércio de Café

(Astro – Coffee Roasting and Trade)

Contact: Giselle Muhlmann

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Fax: 11 3057-0885

E-mail: executivo@astrocafe.com.br

www.astrocafe.com.br

Banco ABN AMRO Real

(Real ABN AMRO Bank)

Contact: Bianca Borghetti

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Fax:

11

3174-9986

E-mail:

bianca.borghetti@br.abnamro.com

www.bancoreal.com.br/sustentabilidade

Banco do Brasil

(Bank of Brasil)

Contact: Luis Henrique Vilches

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Fax:

11

3066.9111

E-mail: luisvilches@bb.com.br

www.bb.com.br

Braslumber Industria de Molduras

(Braslumber Molding Industry)

Contact: A. Tadeu Giacomet

Address: Rua Félix da Cunha, 1.009 – 8º Andar - 90520-001 - Porto Alegre/ RS

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Fax: 51 3346-3166

E-mail: braslumber@braslumber.com.br

www.braslumber.com.br

Braspine Madeiras

(Braspine Lumber)

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E-mail: braspine@braspine.com.br; tamara@braspine.com.br

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**Café Ituano
(Ituano Coffee)**

Contact: Valter José de Souza
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**CES – Centro de Estudos em Sustentabilidade - Fundação Getúlio Vargas
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**Cikel Brasil Verde Madeiras
(Cikel Green Brazil Lumber)**

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E-mail: bianca@cikel.com.br
www.cikel.com.br

**D’Lippi Artes Gráficas
(D’Lippi Printing Shop)**

Contact: Marco D’Lippi
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www.dlippi.com.br

Ecoleo

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**Ecolog Indústria e Comércio Ltda.
(Ecolog Industry and Trade Ltd.)**

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**Espaço da Madeira
(Wood Space)**

Contact: Waldir Luiz dos Santos e Antonio Euclides Cedroni
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espacodamadeira@uol.com.br

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(Floresteca Agroforestry)**

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www.floresteca.com.br

**FSC Brasil – Conselho Brasileiro de Manejo Florestal
(Brazilian Council for Forest Management – FSC/Brazil)**

Contact: Ana Yang
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E-mail: anayang@fsc.org.br
www.fsc.org.br

**FUPEF - Fundação de Pesquisas Florestais do Paraná
(FUPEF – Paraná Forest Research Foundation)**

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www.fupef.ufpr.br

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(Genesis Enterprises)**

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www.takaoka.eng.br

GFA Consulting Group GmbH

Contact: Luis Mauricio Pineda
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www.gfa-group.de

**Governo do Estado do Acre – Acre & Elos Certificados
(Acre State Government – Acre & Certified Links)**

Contact: Carlos Ouvídeo Duarte Rocha
Address: Av. Nações Unidas 233 – Bairro Bosque - 69909-720 - Rio Branco/AC
Telephone: 68 3244-1468 Fax : 68 3223-4367
E-mail: carlos.duarte@ac.gov.br
Home Page: www. ac.gov.br

**IFT - Instituto Floresta Tropical
(Tropical Forest Institute)**

Contact: Johan C. Zweede
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**IMAFLORA – Instituto de Manejo e Certificação Agrícola
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**IMO do Brasil
(IMO of Brazil)**

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Klabin S/A

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www.klabin.com.br

**Madame D'orvilliers Cafés Especiais
(Madame D'orvilliers Gourmet Coffee)**

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Telefone : 11 3528-4583 Fax : 11 3528-4583
E-mail : marilia@madamedorvilliers.com.br
www.madamedorvilliers.com.br

**MMA - Ministério do Meio Ambiente
(Brazilian Ministry for the Environment)**

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(Piatan Interiors)**

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Telephone: 11 3936-1081 Fax: 11 3936-1081
E-mail: piatan@piatan.com.br
Product Line: custom made furniture
www.piatan.com.br

**Plural Indústria Gráfica
(Plural Printing Industry)**

Contact: Alfredo dos Santos
Address: Av. Marcos Penteado de Ulhoa Rodrigues, 700 - 06543-001- São Paulo/SP
Telephone: 11 4152-9557 Fax: 11 4152-9559
E-mail: alfredo.santos@plural.com.br
www.plural.com.br

Precious Woods Belém

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Telephone: 91 3214-7373 Fax: 91 3214-7383
E-mail: leandro.guerra@preciouswoods.com.br
www.preciouswoods.com.br

**Projeto Saúde e Alegria
(Joy and Health Project)**

Contact: Caetano Scannavino
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Telephone: 93 3067-8000 Fax: 93 3067-8005
E-mail:Caetano@saudeealegria.org.br
www.saudeealegria.org.br

**Revista Referência
(Reference Magazine)**

Contact: Fábio Machado
Address: Rua Maranhão, 502 - 80610-000 – Curitiba/ PR
Telephone: 41 3333-1023 Fax: 413 333-1023 <mailto:stcp@stcp.com.br>
E-mail: comercial@revistareferencia.com.br
www.revistareferencia.com.br

Studio Vero

Contact: Antônio Fernando Crivelenti
Address: Estr. dos Estudantes, 325 - 06707-050 Cotia / SP
Telephone: 11 4613-4747 Fax: 11 4613-4747
E-mail:fernando@studiovero.com.br
www.studiovero.com.br

**Suzano Papel e Celulose
(Suzano Pulp and Paper)**

Contact: Guilherme Jamur Gomes
Address: Av. Brigadeiro Faria Lima, 1.355 – 5º Andar - 01452-002 - São Paulo /SP
Telephone: 11 3503-9140 Fax: 11 3503-9150
E-mail:gomes@suzano.com.br
www.suzano.com.br

Tectona

Contact: Luit Smit
Address: Estrada do Calcário – São Jorge – Km. 16 – Cx Postal 362 –
Cep 78300-000 – Tangará da Serra /MT
Telephone: 65 3321-5597 Fax: 65 3321-5597
E-mail: luitsmit@terra

Tora Brasil

Contact: Cristiano Ribeiro do Vale
Address: Al. Gabriel Monteiro da Silva, 1.374 – 01442-001 – São Paulo/SP
Telephone: 11 3068-8880 Fax: 11 3819-8001
E-mail: cristiano@torabrasil.com.br
www.torabrasil.com.br

**UICN – Unión Internacional para la Conservación de la Naturaleza
(IUCN – International Union for the Conservation of Nature)**

Contact: Robert Hofstede
Address: Calle Quiteño Libre E15-12 y La Cumbre, Sector Bellavista. Quito - Ecuador
Av. Brasil, 303 - Sala 507 - Centro - 69900-100 - Rio Branco/AC
Telephone: (593 2) 2261075 Ext. 16 / 55 68 3244-1537
E-mail: marcelo.arguelles@sur.iucn.org; robert.hofstede@sur.iucn.org
www.iucn.org/sur

Wal-Mart Brasil

Contact: Rita de Cássia Barros Oliveira

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Telephone: 11 2103.5793

Fax: 11 2103.5753

E-mail: rbolive@wal-mart.com

www.walmartbrasil.com.br

WWF Brasil

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Telephone: 61 3364-7483

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Report of the Social Communication Company

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1. Analysis

a. Refreshing the communication objectives

- Raise the interest of the public to visit the trade fair and register at the event, thus contributing to the commercial and institutional success of the event as a whole;
- Make the media aware of the event, in order to promote its visibility towards the target audience and encourage participation and coverage by the press;
- Motivate the involvement of a large number of respected journalists with the objective of generating a significant volume of news about the event in mainstream media channels in order to reach the public that is of interest to exhibitors.

b. Adopting a strategy for promotion activities

- Front page news that has appeared with great frequency in recent times describing the serious problems that affect logging and deforestation (disputes in relation to how large is the area deforested every year, confiscation of illegal wood in many parts of the country and the institutional crisis involving beef exports from Brazil) offers a favorable scenario for certified products, thus conveying a positive look to the forest sector.

c. Type of approach and communication appeal

- Eis, the social communication agency hired by the organizers, worked to characterize the III Brazil Certified Trade Fair and FSC-certification as a world trend and as an opportunity to encourage business between producers and buyers of certified products at the national and international levels, stressing that:
 - At the global level, the socioenvironmental requirements of corporations and financial institutions with sustainable purchase policies are becoming more and stricter, which results in a greater demand for certified products.
 - FSC-certification encourages good socioenvironmental practices.

The communication with journalists and the development of contents had an economic appeal (in order to reach the target audience of the trade fair) and also an appeal to consumers that

were interested in this trend and that would like to identify purchase options for buying “sustainable” products.

Along this line, Eis concentrated its efforts on different fronts in order to mobilize the media specializing in forest products and large communication channels. For these channels, Eis gave special emphasis to those located in São Paulo that showed some affinity with the forest product sector, mainly through their specific sections on business, design and interior decoration, corporate responsibility, industry and environment.

d. Analysis of Results

- High-impact national coverage by large communication channels with support of ads placed on TV;
- Coverage by specialized media on the segments suggested by the trade fair clients, including institutional relations and visibility with respect to partners of the trade fair.

Eis invested time and energy in establishing preliminary contacts and collecting background information from clients in order to identify and capture relevant facts on forest products certification and transform them into exclusive, hot topics to be passed on to the media. Despite the negative image of the forest sector portrayed by the media in recent years, Eis believes that this type of approach is a critical ingredient for the success of publicizing the event.

Using good relations already established by Eis, we relied on an exclusivity scheme with the Estado de São Paulo daily paper. Our objective was to focus on the agenda of forest certification from a business point of view. With this in mind, we set up a specific strategy to offer the most important topics as exclusive material for the Business Section of the paper, and this resulted in the publication of a comprehensive article in that section about forest certification.

In addition, Folha de Sao Paulo, the other daily paper with large circulation, also published a long article announcing the event. Last but not least, the agenda approved by the Globonews TV channel resulted in a special 25 minute-long television presentation within the program “Cities and Solutions”.

Overview

87 records by the printed media and posted on line;

10 records by the electronic media (Radio and TV), with a total of **97** records aired by radio and TV, all of them with favorable content. The following paragraphs list the best results of the media campaign, since the early stages of announcing the trade fair until its on-site coverage.

Highlights

TV Globo/Globonews – Program Cidades e Soluções (Cities and Solutions) with André Trigueiro (25 minutes).

TV Globo/Rural Channel – Telenews.

Radio CBN –11-minute comment on the III Brazil Certified Trade Fair.

TV Cultura – Program Faixa Sustentável (Sustainable Band)

TV Cultura – Program Balanço Social (Social Statement of Accounts)

TV Gazeta – Program Feiras & Negócios (Trade Fairs & Business)

TV Record International – news on the event broadcasted in Europe and Africa

TV Eventos – Channel 21 –Bandeirantes Television Network

Rede Vida – TV Canção Nova (New Song)

Rede Vida – Program Leo Amigo Marceneiro (Leo – the Woodworker’s Friend)

Printed Media and On Line

O Estado de São Paulo newspaper (Sections: Business and Economy, and Home&)

Folha de São Paulo newspaper

Valor Econômico newspaper

Empresas & Negócios newspaper

Propaganda e Marketing newspaper

Brasil ON LINE newspaper

Acre News Agency

Envolverde Agency

Arquitetura e Construção magazine

Vida Simples magazine

Casa Claudia magazine

Bons Fluídos magazine

Viver Bem magazine

Kaza magazine

Sustentabilidade (Sustainability) magazine
Aquecimento Global (Global Warming) magazine
Horizonte Geográfico (Geographic Horizon) magazine
Revista Página 22 magazine
Meio Ambiente Industrial (Industrial Environment) magazine
Casa e Mercado (Home and Market) magazine
Foco Economia e Negócios (Economy and Business Focus) magazine

2. Planning of promotion and advertising activities

a. Coordination and negotiation

In order to comply with journalists' request, Eis got in touch with the press officers of the organizers, sponsors and some exhibitors before starting promotion and advertising activities and interaction with media representatives.

b. Partnerships

In addition, with the objective of increasing media visibility of the trade fair, Eis suggested, negotiated and signed an agreement with the company Maxpress Mailing de Imprensa. This is a special channel that provides journalists with access to all daily agendas of official sources of the public and private sectors, social communication services and nongovernmental organizations.

c. Journalistic assessment

In order to assist media representatives in covering the event and producing information about the trade fair, a procedure was put in place ahead of the event for streamlining communications and gathering/complementing information. This procedure was based on the liaison with press officers of the organizers, sponsors and exhibitors

d. Strategic map for distributing information

As shown in Appendix I of this report, in order to establish separate press mailing lists for each interest group, a detailed planning phase was carried out before the distribution of news about the trade fair. This activity required contact with media representatives, including journalists listed in the files of Eis Comunicação Co., those mentioned by the client and those identified in the mailing lists generated by the Maxpress Mailing de Imprensa, which contains the names of more than 40,000 professionals from all over the country.

Distribution of promotional and advertisement material to all sectors of the media, including large communication channels and special interest groups throughout the whole country. According to this criterion, promotional and advertising material will be sent to Manaus, Belém, Cuiabá, Rio de Janeiro, São Paulo and Curitiba.

Offers with emphasis on three cities of interest: São Paulo, Brasília e Curitiba. São Paulo will have absolute priority for follow-up activities (contacts with reporters, editors and copy desk in newsrooms) in order to encourage coverage of the event. In Curitiba and Brasília we shall work exclusively with printed press and on line for publishing notes about the event.

e. Offers, agenda suggestions and follow-up

After distributing the Official Press Release, we continued with information distribution by suggesting exclusive and non exclusive notes. When, after at least three attempts, we had no success in placing each note at large communication channels we tried other means to make use of the contents approved by the client. This involved distributing notes with news about the trade fair, sometimes in a customized way according to the profile of the publisher and always trying to avoid overloading editors with repetitive content.

3. Promotion and advertisement processes

a. Follow-up process for issuing credentials to journalists

We have suggested an additional Official Press Release distribution one week before the event, with updated information on the program (authorities with confirmed presence, time schedule for the trade fair etc.) in order to start the follow-up process for issuing credentials to journalists interested in covering the event.

Immediately before the opening of the event, our company hired about 120 media outlets with the objective of generating records for publishing news about the trade fair. From March 3 to March 27 (17 working days), after publishing the first press release and the notes approved by the client, we achieved 36 press records, 34 of those on line and two by the printed press.

From March 28 to May 5 (25 working days), our company achieved 61 more records, including notes and articles published by specialized media outlets and large communication channels (printed media, on line and electronic media).

b. Assistance and support during the trade fair

- Interface with media representatives, including selecting sources - exclusively according to journalistic criteria - to be interviewed, tour for showing exhibition booths and experiments, support for the preparation of agendas for printed and television media (coverage target) taking into consideration the type of approach and focus on the subject, supplying additional information and data collection, production support, and preliminary information gathering according to technical criteria and content of each media outlet.
- Previously to the event, special attention was given to the Globonews TV channel (collecting information on exhibitors' experiences and consolidating such information by means of a professional script.)
- Follow-up of exclusive interviews and assistance to the client with respect to agenda approach and content, and feed-back after the interviews.
- Coverage of the conference presented at the official opening, with the purpose of obtaining data and statements to be published in the institutional press release about the trade fair. This release was distributed on the second day of the event in order to provide material to be used immediately by the media, since its last day was April 4, just before a national holiday.