

# INVITATION

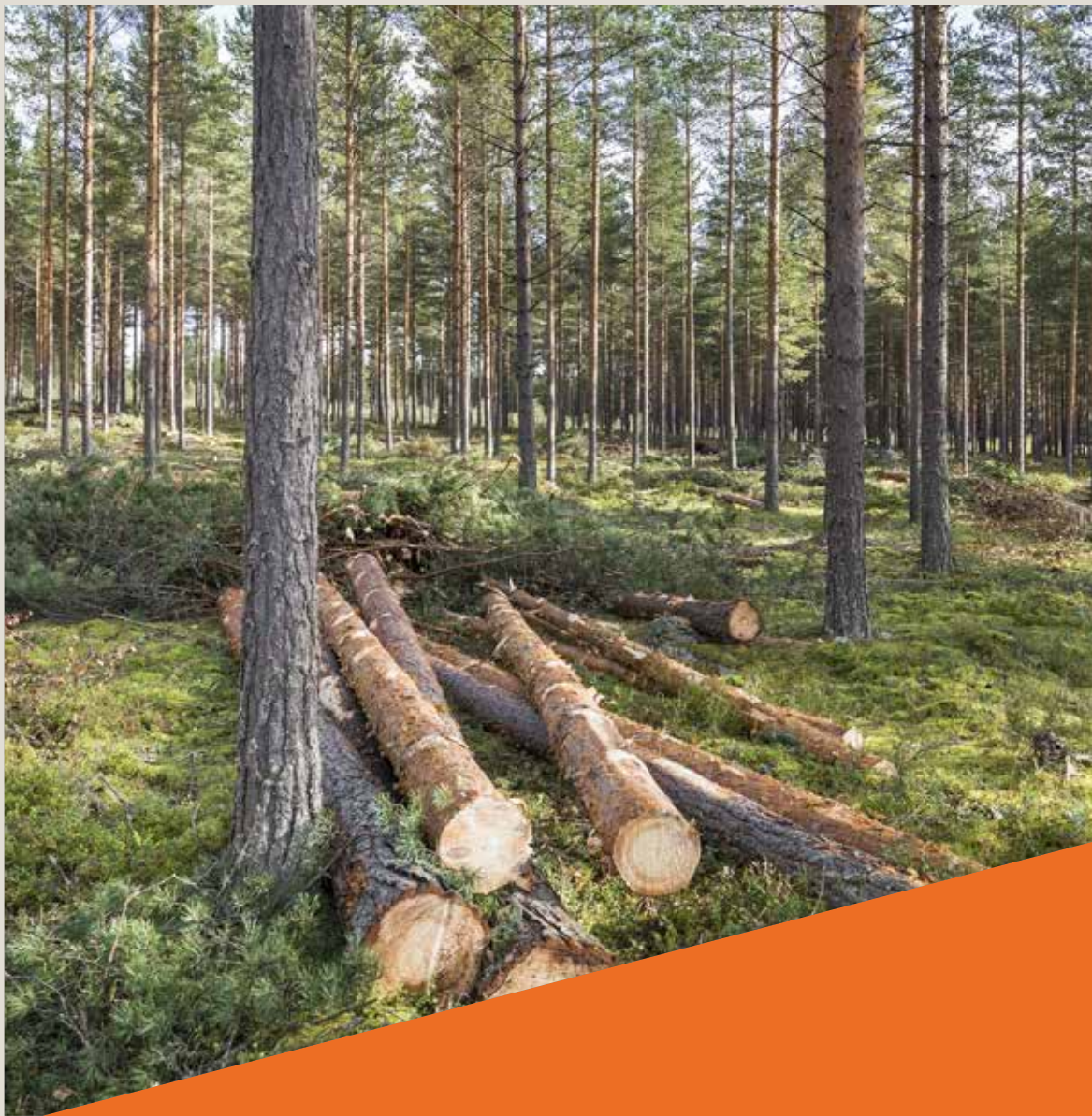
## WOOD FROM FINLAND

CONFERENCE  
HELSINKI 2019  
14<sup>TH</sup> FEBRUARY



finnish sawmills

HELSINKI CONGRESS PAASITORNI



# WELCOME

## Dear Agents, Softwood Traders and End-users, Ladies and Gentlemen,

I have the pleasure to invite you to the 17th "Wood from Finland" conference. The Wood from Finland conference will be organised on **Thursday, February 14th 2019**, in Helsinki, at Hotel Scandic Paasi/Congress Paasitorni starting at 8.30 AM with coffee and registration. You will find registration form and the contacts of the hotel: [www.sahateollisuus.com/en/WFFC2019](http://www.sahateollisuus.com/en/WFFC2019) . Please register latest on the 30th of January 2019.

### Sawn softwood outlook

The demand of sawn softwood enjoys a positive trend, driven by increasing demand in Asia, brisk European economies, sound fundamentals of the markets in North Africa and Middle East and construction activity in the USA. The sawn softwood market trend looks positive, thanks to the environmentally friendly characteristics of wood, which enable the trade to mitigate the climate change. However, the positive outlook is shadowed by numerous risks – which have partly been realized. Geopolitical conflicts, turbulent currency markets, local strikes, forest fires and storms added by looming trade wars have deteriorated the positive market atmosphere.

The year 2018 has been a year of sudden and unexpected market turns within the global softwood business. The structure of the trade flows towards Asia have changed substantially when Canadian and European sawmills have lost their market share in China to the Russian shippers. The North American market fell from boom to doom as lumber prices unprecedentedly collapsed by 50% from all time high in only a few weeks. The markets in North Africa and Middle East were buoyant during the first half of 2018, while especially the Egyptian and Algerian markets picked up from the challenges of 2017, but have cooled down towards the end of the year.

Major changes have taken place on the supply side. The Russian supply has increased rapidly, thanks to increasing activity in investments. The North American supply was severely affected by forest fires in Canada and, by shortage of transportation capacity during the first half of 2018. The mills in Scandinavia have been producing at 2017 levels without any dramatic changes. The Baltic output has been limited by log shortage. In Central Europe, the log market has been flooded by low quality wood from storm fellings and mills have been running at full speed.

Sawn softwood prices were increasing during the first half of 2018, thanks to brisk demand and shortage of supply. However, the cooling of the Chinese and North African demand have balanced the market and price increases have stalled. The Finnish sawn softwood output will reach 12 million cubic meters in 2018, up two percent from

2017. Exports will reach 9 million m<sup>3</sup>. The domestic market has picked up some what but is still far away from the prefinancial crisis era. The Finnish mills are – again - suffering from the high costs of raw material. However, finally, the residue market has developed positively.

In 2019, the global sawn softwood market environment is expected to be vulnerable. The risks related to politics and growth of the global economy will have an impact on lumber markets. Major changes on both supply and demand will continue. What will be the role of the Finnish sawmills in the big picture?

Combined with the Wood from Finland Conference we have a parallel session in the afternoon for European professors and lecturers specialising in sawmilling. The education session will also be participated by representatives of the Finnish education providers, companies and, of course students. The participants of this session will participate the morning session of the WfF conference, too.

I wish you warmly welcome to Helsinki to hear and discuss the latest news and share views of the softwood market development. Be my Valentine in Helsinki on the 14th of February, 2019!

I wish you warmly welcome!



KAI MERIVUORI  
Managing Director

FINNISH SAWMILLS

Happy  
Valentine's  
Day

# PROGRAM

## MARKETING & EDUCATION

# PROGRAM

## EDUCATION

### 8.30-12.00 CONGRESS HALL

8.30 Registration and coffee (Congress Hall Foyer)

9.00 "Welcome"

Mr. Pekka Kopra, Managing Director, Westas Oy, Chairman of Finnish Sawmills Association

9.15 "Economic Outlook"

Mr. Aki Kangasharju, Chief Economist, Nordea Bank

9.45 "Opening of the Wood from Finland Conference 2019"

Ms. Sanni Grahn-Laasonen, Minister of Education

10.00 "The Sawmill Industry - Handbook",

Mr. Ilkka Tarvainen, Lahti University of Applied Sciences and Mr. Esa Mikkonen, Polar Timber, UK

10.10 "Finnish Sawmill Industry Update"

Mr. Kai Merivuori, Managing Director, Finnish Sawmills

10.30 Break (Congress Hall Foyer) 11.00 "Global softwood trade Outlook"

Mr. Russell Taylor, Managing Director, FEA-Canada (WOOD MARKETS)

12.00 Lunch (Restaurant Paasi)

### 13 - 18.30 CONGRESS HALL

13.00 "Softwood outlook, China"

Ms. Anna Ni, Senior Advisor,

Wood from Finland

13.25 "Market Outlook"

NN.

13.50 Coffee (Congress Hall Foyer)

14.20 Market discussion

16.00 End of the seminar

Chairman of seminar Mr. Pauli Aaltonen,

Sales Director, JPJ-Wood Oy

18.00 Drinks

Helsinki Congress Paasitorni, Entrance Hall

18.30 Dinner

Helsinki Congress Paasitorni, Congress Hall

### 13 - 16 KARL LINDAHL

13.00 "Welcome and Education needs of Sawmill Industry"

Mr. Tommi Sneck, Koskisen Oy

13.15 "Sahaajakisälli -program"

Ms. Nina Kokkonen, Häme University of Applied Sciences, Mr. Mika Vanhanen, Lahti University of Applied Sciences

13.30 "Tutkintouudistus in Finland"

Ms. NN, Finnish National Agency for Education

13.45 "Future of Sawmill Industry Education in Finland"

Ms. Silja Kostia, Lahti University of Applied Sciences

14.00 Coffee

14.30 "Education Case"

14.45 "Education Case"

15.00 Panel Discussion "Wood Technology Education"

Participants:

16.00 End of the seminar

Chairman of seminar, Mr. Tommi Sneck, Koskisen Oy

Congress language: English / changes possible

TOGETHER

MARKETING

EDUCATION



PEKKA KOPRA

Managing Director, WESTAS OY



AKI KANGASHARJU

Chief Economist

NORDEA BANK



SANNI GRAHN-LAASONEN

Minister of Education

kuvaaja:Lauri Heikkinen/valtioneuvoston kanslia



RUSSELL TAYLOR

Managing Director

FEA-Canada (WOOD MARKETS)



ANNA NI

Senior Advisor

Wood from Finland

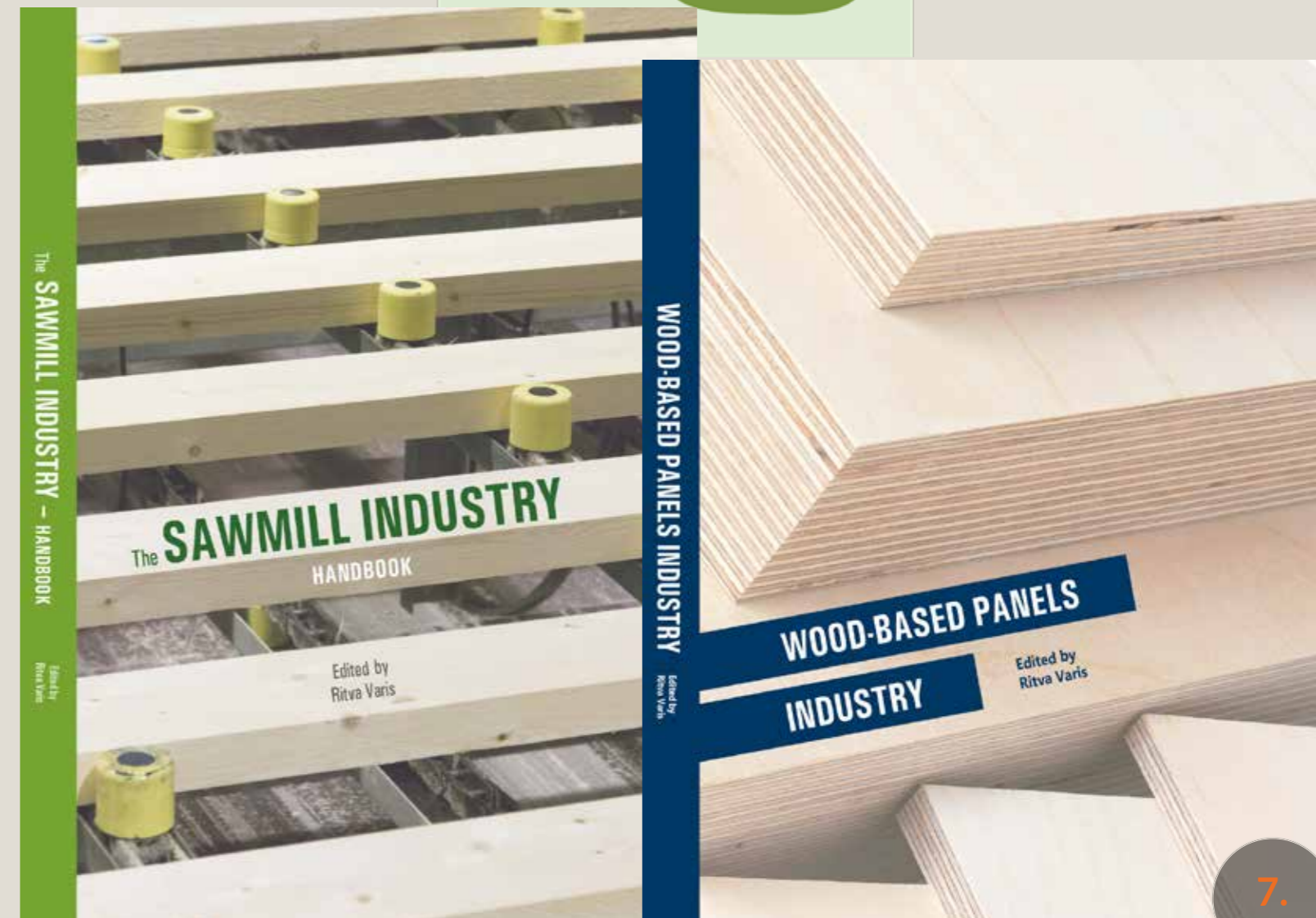
## REGISTRATION



REGISTER HERE BEFORE JANUARY 30TH, 2019  
[SAHATEOLLISUUS.COM/EN/WFFC2019](http://SAHATEOLLISUUS.COM/EN/WFFC2019)

VISIT WEBSHOP:

[WWW.PUUTEOLLISUUSKIRJAT.FI](http://WWW.PUUTEOLLISUUSKIRJAT.FI)



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