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DIVULGAÇÃO BRACELPA

OPPORTUNITIES FOR THE SECTOR

On January 1st, 2012, Brazilian José Graziano da Silva will become Director-General of the United Nations Food and Agriculture Organization, (FAO). This new administration will present opportunities for the sector, as Graziano will be focusing more on environmental and social issues compared to his predecessor Jacques Diouf, who focused more on economic issues.

The new administration will reformulate the Advisory Committee on Paper and Wood Products (ACPWP), which is an FAO statutory body composed of senior executives from the private sector worldwide. It meets yearly with the main objective of providing guidance on activities and program of work regarding issues relevant to the paper and forest products industry. The entity focuses on strategies rather than management, with an eye on the future of forests worldwide and the multiple uses of the forest base. This agenda shall include biotechnology, biofuels, chemicals, energy and future technologies for the use of forests and wood.

In some countries, the forest base industry already operates along the entire productive chain (wood, pulp and paper, energy, etc.) and, on several occasions, Brazil has been pointed out as the country with the greatest potential to tap the multiple uses of forests. A forest has more than five thousand uses and the sector's activities need to be understood within this new context.

FAO intends to create a single forestry forum to deal with the multiple uses of forests theme, with a focus on strategies for the future use of wood. This initiative could offer Brazil, the Association and companies excellent possibilities for the institutional disclosure and consolidation of the country's planted forests.

Another opportunity for the sector refers to Rio+20, which conference will take place in 2012, in Brazil. As host, the Brazilian government may promote the country's expertise in relation to planted forests to representatives from all over the world.

In addition to participating in many activities in conjunction with domestic and international institutions, Bracelpa has a specific agenda for the sector with two clear objectives at the conference: biotechnology (GM TREES) and the commercialization of forest carbon credits.

The idea is that GM TREES be perceived as a solution for the planet's main problems, such as the dispute over land, food safety, water consumption, bioenergy and the multiple uses of wood. Even though this discussion is a ready going on at the main international certification bodies, as well as ICFPA, FAO, TFD and WBCSD, the Rio+20 event will be yet another channel for advancing global discussions about OGM. With regards to the commercialization of forest carbon credits, the expectation is that debates among governments will advance.

Lastly, opportunities and possibilities are many, but challenges in the sector are even greater. The main one resides in showing the world that the country's planted forests, managed in accordance with strict sustainability criteria, are a source of renewable energy and can significantly contribute to the fight against global warming. Additionally, the sector promotes and encourages the economic and social development of regions that are distant from large urban centers, investing primarily in education, healthcare and the creation of jobs and income. ■

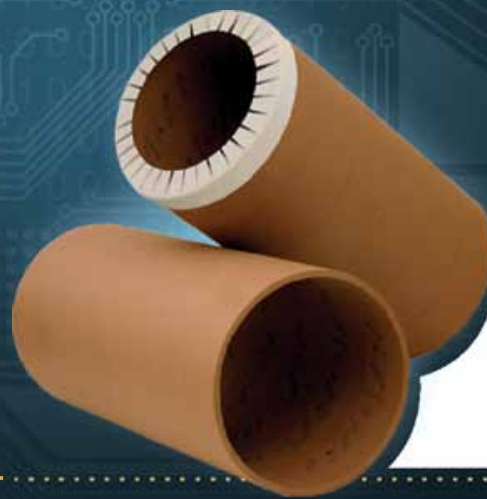


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