The Wood Market in Karlstad

23 November, Elite Stadshotellet, function suite “Festsalen”

11:00 – 11:50 Builders’ merchants – the sawmills’ most important customers

Strong growth for Swedish builders’ merchants and how digitalisation can help

**Ulf Gustavsson**, CEO, Byggmaterialhandlarna (Swedish)

*Formed in 2004, Byggmaterialhandlarna (The Association of Swedish Building Materials Merchants) is an industry body representing Sweden’s builders’ merchants, ironmongers and paint suppliers.*

British builders’ merchants – the Swedish sawmill industry’s most important export segment

**David Hopkins**, CEO, TTF** (Timber Trade Federation) (English)

*The Timber Trade Federation (TTF) is one of the UK’s largest industry bodies in the wood sector, representing everyone from importers, agents and distributors to builders’ merchants and manufacturers.*

How can the Swedish sawmill industry improve its position in these two key markets?

**Anders Ek**, Senior Advisor, SCA Timber

**Johan Fröbel**, Head of Technology and Distribution, Swedish Wood (Swedish)

*SCA Timber is one of Europe’s leading manufacturers of wood-based products, with an annual production capacity of 2.1 million cubic metres.*

13:45 – 14:00 Opening address

**Kenneth Johansson**, County Governor of Värmland (Swedish)

*Kenneth Johansson is a former MP for the Centre Party who chaired the Parliamentary Committee on Health and Welfare from 2006 until he was appointed County Governor of Värmland County in 2012.*

14:00 – 14:20 Macroeconomic trends, the outlook for our global markets

**Mats Kinnwall**, Chief Economist, Skogsindustrierna (English)

*Skogsindustrierna (The Swedish Forest Industries Federation) is the industry body for the pulp, paper and wood engineering industry.*

14:20 – 14:45 Competitiveness report on the Swedish sawmill industry

**Peter Berg**, Director of Knowledge, Paper & Forest Products, McKinsey (English)

*Peter Berg has extensive experience of providing industry-specific support in the international forest products sector and will be presenting the results of a recently completed study into the competitiveness of the Swedish sawmill industry.*

14:45 – 15:10 Nordic high-quality steel, success through differentiation and close work with customers

**Göran Nyström**, EVP Group Marketing & Technology, OVAKO (English)

*Ovako is a leading European manufacturer of component steel for customers in the bearings, transport and manufacturing industries.*

15:10 – 15:25 Break for refreshments

15:25 – 15:50 Panel debate: developing the wood industry for greater value creation and profitability

**Speakers plus Peter Eklund**, CEO Bergkvist Insjön, **Anders Lindh**, Head of the division Moelven Timber and **Anders Ek**, Senior Advisor SCA Timber and chair of Cei Bois*. (English)

*Cei-Bois* stands for the European Confederation of Woodworking Industries and TTF** for the Timber Trade Federation, the body that represents British importers.

15:50 – 16:15 Market overview

**Magnus Niklasson**, Market Analyst Skogsindustrierna, describes the market trends and discusses the market development with panel participants **Olle Berg**, Market Director Setra Group, **David Hopkins**, Lars Thorsrud, Market Director of Moelven and **Anders Ek**. (English)

16:15 – 16:40 50 years of the Swedish Timber Prize, reflections on progress and the future

**Tomas Alsmarker**, CEO of architectural practice Nyréns Arkitektkontor and jury member for the Swedish Timber Prize 2016, shares his views on the progress and future of wood construction.

16:40 – 17:00 Announcement of the Knights of the Order of the Wood Market

**17:00 Wood Market networking party**