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INTERNATIONAL SOFTWOOD


Conference 2021

HELSINKI, OCTOBER 13-14


Speakers' Biographies

	<p>Keith Fryer Host and Moderator Past President UK Timber Trade Federation</p> <p><i>Keith began his career in the industry by helping within the family furniture business from the time he could walk. It's fair to say that timber has always been a large part of his working life and as his wife, Jenny, would confirm, it regularly spills over into their family life!</i></p> <p><i>Striking out on his own from 1984 with the Mallinson-Denny group, Keith worked his way up through a range of different product areas, including merchanting and as sales director, before developing T Brewer & Co as a London based timber merchant.</i></p> <p><i>His latest venture, Fort Merchanting, is a rapidly growing builders' merchants in Berkshire, that has a very high timber element.</i></p> <p><i>The UK TTF has been an important part of Keith's working life and he chaired various committees before becoming Treasurer and then President in 2016-18. He then became a Board member of CEI-Bois.</i></p> <p><i>Keith first acted as Moderator of the 2018 ISC at Hamburg and has enjoyed being involved in this important conference. "Working together as a united industry, for the greater good of all, has always been the biggest motivator for me; we have so much to give and we must continue to press our case".</i></p>
	<p>Tommi Sneck Director Koskisen Oy</p> <p><i>Tommi Sneck is a director of the sawmill industry of Koskisen Oy, a leading family owned Finnish mechanical forest industry company, operating at two locations in Finland and in Russia. On the top of sawmilling, Mr. Sneck is responsible for the manufacturing and marketing of Koskisen's further processed wood products. He is a member of the management team of Koskisen Oy. Tommi has graduated from Helsinki University of Technology.</i></p> <p><i>Tommi has a profound working history within the international sawmill industry in Finland and abroad, both with private and public companies. His experience also includes international sales and sales management to wholesale customers, retailers and industries around the world.</i></p> <p><i>Tommi has served as the Chairman of the Board of the Association of Finnish Sawmillmen and continues as a board member. Currently, he is the Chairman of the Board of the Finnish Sawmills Association and is also a board member at East Office of Finnish Industries.</i></p>


	<p><i>Morten Bergsten</i></p>
	<p>Softwood Chairman, ETTF</p> <p><i>Morten Bergsten has been working with softwood, import/export for 34 years. For the last 11 years President CEO and owner at Bergsten Timber A/S, and Bergsten Timber international ApS. Before that, 23 years with Dalhoff Larsen & Horneman (DLH). Morten is also member of the board at ETTF representing Softwood, and furthermore board member at The Danish Timber Trade Federation (DTTF).</i></p>

	<p><i>Herbert Jöbstl</i></p>
	<p>President, EOS</p> <p><i>Herbert Jöbstl has been working for the wood industry for 41 years. 23 years ago he joined Stora Enso. He has worked in various positions for the company and since April 2018 he is a Head of Operations for Stora Enso Wood Products. Earlier he was responsible for 13 years for the Central European division of Stora Enso Wood Products. Since November 2020 Herbert is Chairman of the Austrian Wood Industry Association, and before he was for 6 years Chairman of the Austrian Sawmilling Industry. In Summer 2016 he became a Board Member of the European Organisation of the Sawmill Industry (EOS) and since June 2021 he is President of EOS. Herbert is 57 years old, married, has three children and lives in Southern Austria. He likes skiing and hiking through the forests and the beautiful mountains in his home area.</i></p>


	<p><i>Nils Torvalds</i></p>
	<p>MEP – Member of the European Parliament</p> <p><i>Nils Torvalds, Member of the European Parliament since 2012, is representing the Swedish Peoples Party of Finland, SFP and the liberal group Renew Europe. He is for the moment member in the committees for Environment, Public Health and Food Safety and for Budgets, while being substitute in the committee for Industry, Research and Energy. He is also the spokesperson and coordinator for his parliamentary group in the committee for Environment, Public Health and Food Safety. During his three parliamentary terms, he has worked intensively with questions regarding climate, forestry and bioeconomy on the European level, latest on the EU Climate Law. Before becoming a member of the European Parliament, Torvalds did work as a journalist and foreign correspondent for the Finnish Broadcasting Company, YLE.</i></p>

	<p><i>Matti Kuittinen</i> Architect, D.Sc., Professor, Finnish Ministry of the Environment</p> <p><i>Dr., architect Matti KUITTINEN is a Senior Specialist at the Ministry of the Environment of Finland. He develops national policies for low carbon construction and circular economy and coordinates related actions between the Nordic countries. Dr. Kuittinen also teaches sustainable architecture as a professor of resource-efficient construction at Aalto University. He regularly practices experimental architecture as a hobby.</i></p>
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	<p><i>Kai Merivuori</i> Managing Director, Finnish Sawmills</p> <p><i>Mr Merivuori has a solid track record within the international sawmill industry and its role within the forest industry sector. He has thorough understanding of the value chain from the forest to the customers. His managerial experience from industry management as well as from project management in multi-cultural consulting environment is profound. Mr Merivuori has been involved in developing the Finnish forest policy and legislation. He is a member of the Finnish Forest Council, Finnish Bioeconomy Panel, Specialist Board member Finnish Forest Foundation and a Board member EOS (European Organisation of Sawmill industries).</i></p>
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	<p><i>Don Kayne</i> President & CEO Canfor Corporation</p> <p><i>Don Kayne is president and CEO of Canfor Corporation, CEO of Canfor Pulp Products Incorporated, and a director of both Canfor companies. He is a director of the private Swedish company, VIDA Group, of which Canfor owns 70%. He is also a director of Cameco Corporation. Don serves as chair of the Council of Forest Industries and as past vice chair of the bi-national Softwood Lumber Council. He is a director of the Forest Products Association of Canada, the BC Lumber Trade Council, the Sustainable Forestry Initiative Inc. and Project Learning Tree Canada.</i></p> <p><i>Mr. Kayne has spent his entire career at Canfor and has extensive experience in international marketing. Prior to being appointed CEO, he was Canfor's vice-president of sales and marketing and is one of the lead architects of the market for British Columbia lumber in China. Growing global relationships for Canfor products has provided him with deep connections to markets and customers in every region Canfor serves.</i></p>
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	<p>Vadim Eresko Sales Director, Woodworking Division, SEGEZHA GROUP</p> <ul style="list-style-type: none"> - More than 20 years in softwood timber industry - Since 2014 Sales director of SEGEZHA GROUP, Woodworking Division - 2011–2014 Sales director of AVA Company, one of the biggest producers of birch woodworking product (flooring, edge-glue panels, furniture) - 2005–2011 Head of Sales Department of Investlesprom Company (timber sales) - 2002–2005 Deputy sales director of Guta Les company (timber sales) - 1996–2002 JSC Exportles, Timber sales department
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	<p>John W. Herbert General Secretary EDRA / GHIN</p> <p><i>John has spent more than 37 years in the Home Improvement business. He was the Managing Director at Knauber in Germany for 17 years, after which he spent some time in the USA as President of The Home Depot EXPO Design Centre West Coast USA.</i></p> <p><i>In 2002 he was appointed Managing Director of the BHB, the DIY Retail Association for Germany. John Herbert is the co-founder and General Secretary of EDRA, The European DIY Retail Association, which was founded in 2002. GHIN, the Global Home Improvement Network, was established in 2010 due to demand from companies outside of Europe to join EDRA.</i></p> <p><i>Today EDRA/GHIN has 216 members operating in 75 countries with over 30,000 home-improvement stores and members' sales over €320 billion. With contact to almost every home centre company globally, EDRA/GHIN has its finger on the pulse of current developments, best practices, new and successful concepts and latest home improvement trends.</i></p> <p><i>In the past 15 years John has travelled over 430 times visiting almost all major Home Centre companies globally.</i></p>
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	<p>Anna Ni Senior Adviser for Business Finland</p> <p><i>Currently Anna is working as Senior Adviser for Business Finland. She has Anna has got more than 10 years experience in international timber trading and an equally rich experience in global sawn softwood marketing, procurement and sales. Her abundant global sourcing channels of sawn softwood reach from Finland, Sweden, Canada, Russia, USA, New Zealand to Chile. During her career, she also has established networks for sawn softwood sales and marketing in China, furthermore she is skilled in macro-economy, foreign exchange and political policy analysis. She is a problem solver, self-motivated quick learner and a team player with high sense of responsibility.</i></p>
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	<p><i>Rob van Hoesel</i></p>
	<p>President FEFPEB</p> <p><i>Graduated as Forest Engineer, Rob served as managing director of several companies in forest logging, the paper industry, saw milling and the pallet industry.</i></p> <p><i>In 2000 he acquired PKF, one of the leading pallet manufacturers in the Netherlands.</i></p> <p><i>In 2013 he transferred the company to his son and since then he is active for the common interest of the timber and pallet industry, with several functions national and international and since 2013 he is president of FEFPEB.</i></p>

	<p><i>Dr. Marcus Lindner</i></p>
	<p>Principal Scientist</p> <p><i>Dr. Marcus Lindner is Principal Scientist in the Resilience Programme at the European Forest Institute. He has over 25 years of experience in research on climate change impacts and the development of response strategies in forest management, forest sector sustainability assessment and biomass resource assessments from European forests. Dr. Lindner currently coordinates the Horizon2020 project RESONATE on resilient forest value chains in Europe. He recently coordinated the Forest Europe Expert Group on Adaptation to Climate Change, led the European Innovation Partnership Agricultural Productivity and Sustainability (EIP-Agri) Focus Group 24 on Forest Practices and Climate Change and is a current member of the Scientific Advisory Board on Forest Policy of the Federal Ministry of Food and Agriculture. Dr. Lindner has extensive experience of working at the science-policy-practice interface and was involved in several policy support studies for the European Commission.</i></p>

