



The role of the Royal Swedish Academy of Agriculture and Forestry is to promote agriculture and forestry and related activities for the benefit of society, with the support of science and practical experience. The Academy was founded in 1811 at the initiative of Karl XIV Johan and started its work on 28 January 1813.



Seminar

Forest Raw Materials from a Customer Perspective

Time	Thursday 27 April, at 13.00–16.00 (registration from 12.30)
Venue	Royal Swedish Academy of Agriculture and Forestry Drottninggatan 95 B, Stockholm, Sweden
Registration	No later than 20 April via this link or through our website www.ksla.se
Fee	The seminar is free of charge, but cancellations must be made no later than 24 April, or we will invoice SEK 500 to cover costs.
Webb	The seminar will be broadcasted at www.ksla.se
Questions	Content: Birgitta Naumburg, birgitta.naumburg@ksla.se , tel + 46 8 54547707 Registration: Gun Askerö, gun.askero@ksla.se , tel + 46 8 54547712

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Forest industry products are constantly evolving. Market demands, along with research and development, impel brand new products and new features to existing products such as paper, packaging and sawn timber.

In order to assess the customer perspective and market demands, The Royal Swedish Academy of Agriculture and Forestry (KSLA) and The Royal Swedish Academy of Engineering Sciences (IVA) have invited existing and potential forest industry customers to a discussion on the use of forest raw materials in different products of their making. What is the customer view on:

- the use of forest raw material in comparison to other materials,
- demands on product features and functions when choosing the raw material,
- what it takes to substitute other raw materials with forest raw material,
- the potential and capacity to increase the use of forest raw material, and
- Swedish forest raw material compared to forest raw material from other parts of the world?

Welcome!

Carl-Anders Helander
Secretary General/Managing Director KSLA

Elisabet Salander Björklund
Division Chair, VIII Forest Technology IVA



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Program

Forest Raw Materials from a Customer Perspective

Thursday 27 April 2017

Moderator Jan Fryk, fellow of KSLA and IVA

13.00 **Welcome**

Carl-Anders Helander, Secretary General and Managing Director, KSLA, and
Elisabet Salander Björklund, Division Chair, VIII Forest Technology IVA

13.10 **An industry and its customers during 100 years: transformations and adaptations**

Ronny Pettersson, Lecturer in Economic History, Stockholm University

13.30 **“Green Building”**

Roy Antink, SVP International Policy Coordination, Sustainability, Stora Enso

13.50 **Forestry Products in the Fashion Industry – Now and Tomorrow**

Mattias Bodin, Sustainability Business Expert, Materials and Innovations, H&M GBC AB

14.10 **Break**

14.40 **Is Wood Good (Enough)?**

Annie Sandgren, Project Leader Wood Supply and Forestry, IKEA of Sweden AB

15.00 **Paper Innovation – Reaching its limits or just getting started?**

Pascale Escaffre, Vice President Research and Development, Ahlstrom-Munksjö Oyj

15.20 **Panel discussion**

16.00 **Conclusion**