

Marketing Committee

Objective

ATIBT's marketing committee is headed by active ATIBT members with the aim of supporting its marketing program, with a project to develop in a sustainable and responsible way the "African timber" sector through the promotion and commercialization of its legal and certified products (according to the reference specifications for certification of responsible forest management such as FSC, PEFC, PAFC, or legality verification such as OLB, etc.) in importing markets.

This project, initially co-financed by KFW and AFD, aims to set up a marketing program that identifies and deploys priority activities in several European countries (diagnostics and surveys, awareness / communication, training, lobbying, publication).

Make-up of the committee

Members of ATIBT's marketing committee perform their duties free of charge. They are members of ATIBT wishing to promote and develop on the markets legal and certified tropical timber products, and wishing to actively participate in the functioning of the committee in a constructive manner (providing information or carrying out the research that is required for the needs of the committee, suggesting improvements, etc.). Members can represent themselves or an entity. Each member must briefly describe his/her activities or needs in terms of marketing. The number of members is not limited.

Participants may occasionally join the commissions, depending on the themes.

Topics for consideration

The general themes of reflection are mainly the following:

- The deployment of the "Fair & Precious" brand
- The "African timber, much more than timber" campaign
- Valorization of the image of forestry companies in producing countries
- Promoting the values and qualities of eco-certified tropical timber in Europe
- ATIBT's participation in Racewood meetings and ATIBT forums

The topics discussed at ATIBT's international Forums, or during the RACEWOOD meetings, will be the subject of particular attention and monitoring by the committees; conversely, the committees will be directly impacted by the choice of the main topics planned for these meetings.

Members of the committee

Secretary : Christine LE PAIRE – ATIBT

In alphabetical order of name in each category:

Professionals of the timber sector:

LCB (Le Commerce du Bois)

Eric BOILLEY

Suppliers of equipment or services:

ALPICAM SARL

Andrea BARBAN

INTERHOLCO AG

Christophe JANSSEN/Tullia BALDASSARRI

OLAM INTERNATIONAL LTD

Philippe DELMOTTE

PASQUET MENUISERIE

Vincent PASQUET

PRECIOUS WOODS HOLDING (CEB)

Stéphane GLANNAZ

ROUGIER AFRIQUE INTERNATIONAL

Rémi DUVAL/Lucie DECKER

WIJMA

Gijsbert BURGMAN

Certification organizations

PEFC

Paul-Emmanuel HUET

FSC

Mathieu AUGER-SCHWARTZENBERG

Individuals

WALE (trade)

Emanuel GROUDEL