

Brazilian Buyers' Group of Certified Forest Products organizes 3rd Certified Brazil Trade Fair

The 3rd Certified Brazil Trade Fair was held on April 16-18, 2008 in São Paulo, Brazil. This event was organized by the Institute for Forest and Agriculture Management and Certification (Imaflora), the Institute for Man and the Environment of the Amazon Region (Imazon), Brazilian Buyers' Group of Certified Forest Products on behalf of Amigos da Terra - Amazonia Brasileira and the Brazilian Forest Stewardship Council (FSC-Brazil).

The goal of this event was to promote FSC Certification and to create trade links between buyers and certified producers.



Organizers cut a ribbon during the opening ceremony of the 3rd Certified Brazil Trade Fair

The impact of the first trade fair held in April 2004 indicated the potential of the certified forest products market in Brazil. It brought together a select group of exhibitors consisting exclusively of companies and communities that had received FSC certification. This third certified products trade fair confirmed the success of the previous two events, attracting an increased number of exhibitors, a wider range of certified products, over 5,000 visitors from major Brazilian cities and foreign countries such as the United States, England, Netherlands, Indonesia, among others.



Organizers, politicians and international authorities presentation during opening ceremony

During the opening ceremony of the 3rd Certified Brazil Trade Fair, organizers,, politicians and international authorities present their expectations for the Fair.

The Certified Brazil Fair is a biannual event that shares market opportunities presented by certified products in Brazil. Inspired by a similar fair held in London in 2000, the Certified Brazil Fair was first held in 2004.

Activities held during the event, included an exposition of FSC certified products that can now be readily found in supermarkets and retailer stores, seven market forums – with subjects regarding the FSC certification such as: “The evolution of FSC certification around the world”, presented by Liza Murphy – managing director of FSC Global Development; “Strategies for a sustainable development in the Amazon”, presented by Ignacy Sachs – economist and professor at the University of Paris; among others.



Liza Murphy – managing director of FSC Global Development - presentation

A special meeting for the Civil Construction sector was organized and presented by the Brazilian Buyers’ Group of certified forest products. This meeting brought together construction firms, FSC certified retailer stores and producers. The group discussed the growth of certification in the sector and how market players can adapt supply to suit growing sectoral demands.

The Brazilian Buyers’ Group received support from the Overbrook Foundation to strengthen its efforts to convert the construction sector, the largest user of Amazon timber in Brazil, to use of FSC certified timber and also to promote FSC certified product use by end consumers.