

Promotion of Forest Products business

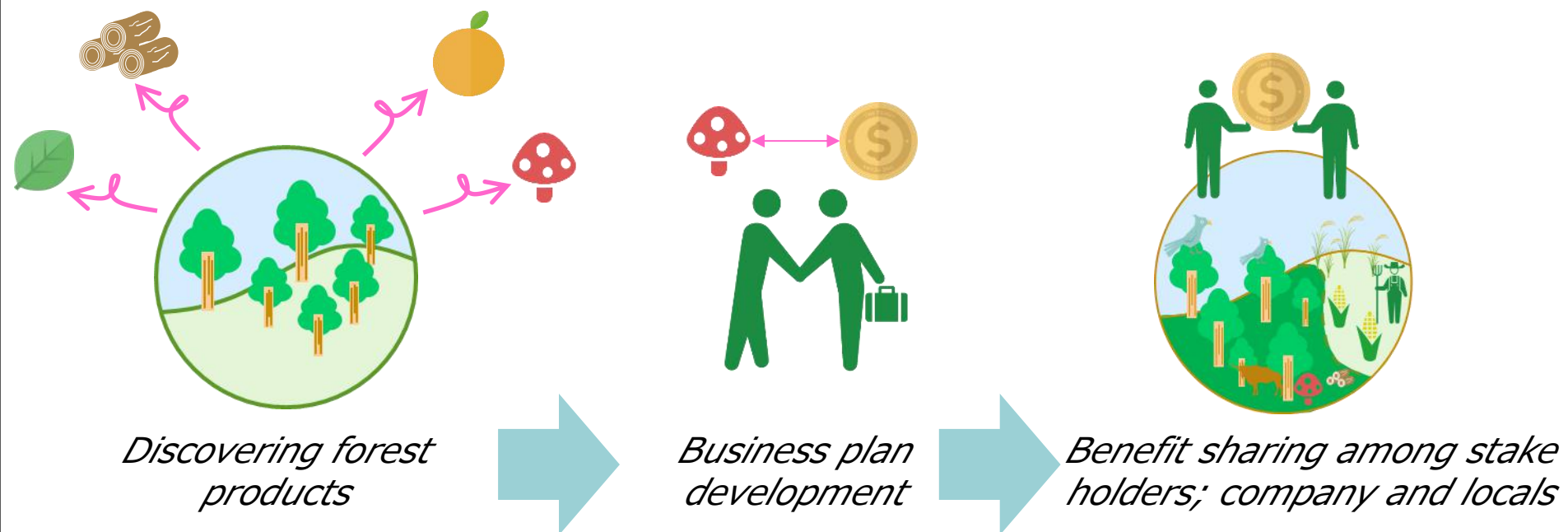
December 4, 2018 in Tokyo
Masahiko Hori



JAPAN INTERNATIONAL FORESTRY
PROMOTION & COOPERATION CENTER



- Project for **forest-based business promotion**
- **Forest-based business**
 - ⦿ Commercialization of forest products
 - ⦿ Compatible with forest conservation and local livelihood improvement



Concept of the BFPRO project



- Why business?

Not aids, but businesses ⇒ self-sustainability

- Business from forest based resources,
to make standing forests more economically valuable for
people

- Requirement for making business

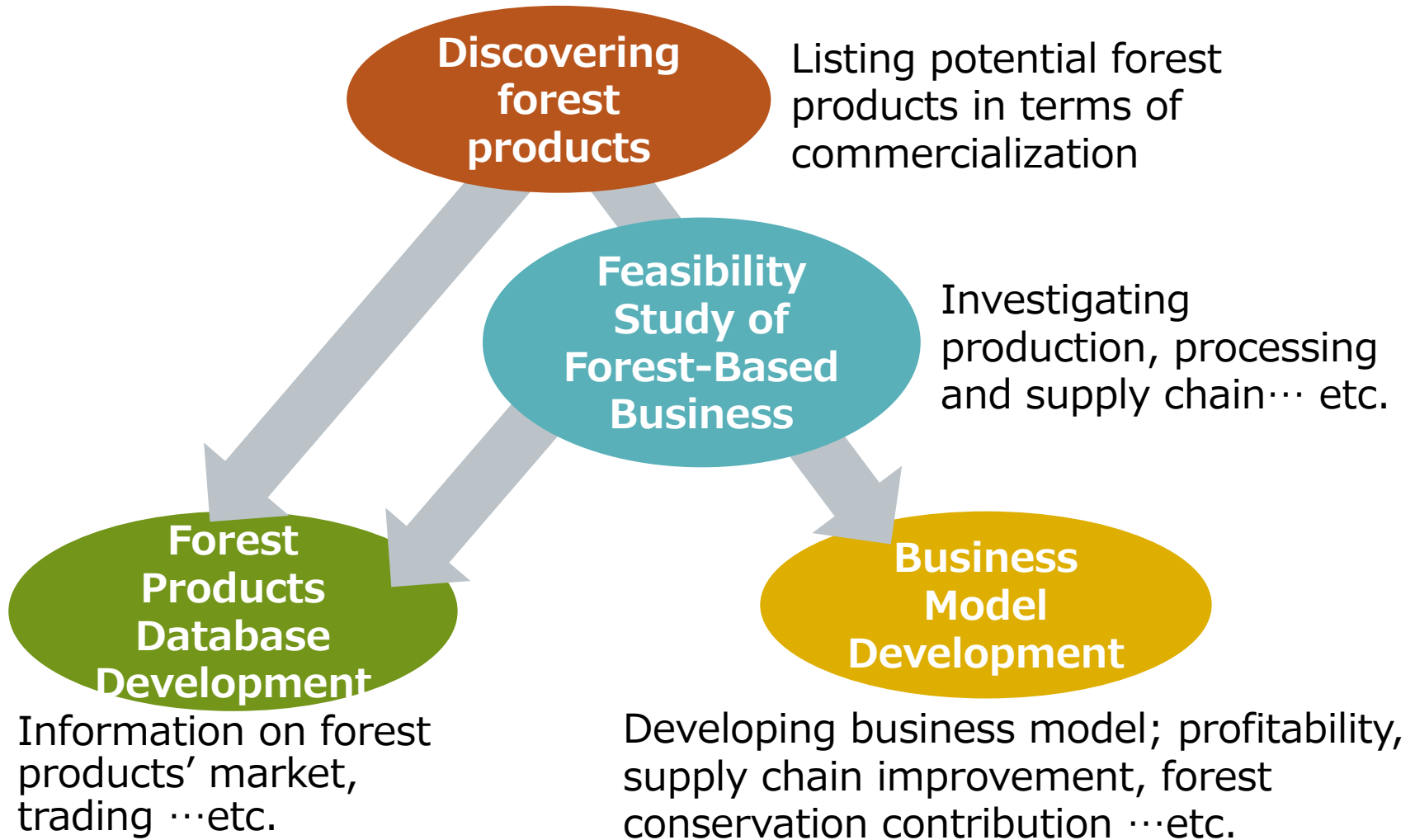
Needs of buyers ⇒ inclusion of such view points

- Clear Target

Specific needs (quality, price, amount etc.)

Depend on specific targets

The Project Contents



Key Points of forest-based business

1. Marketing Approach

- ⦿ It is required to meet business needs as business activities, not as forest conservation projects.
 - Stable supply / Sufficient volume
 - Quality control
 - Reasonable price

2. Considering various business seeds

- ⦿ It is difficult to find totally new products or markets.
- ⦿ It needs to find new business seeds by
 - Alternative production area
 - Cost effective supply chain
 - Ethical demand or SDGs achievement

3. Information gathering

- ⦿ Buyers/middleman, demands, required quality, purchase price
- ⦿ Suppliers/supportive group(NGOs), processing techniques, selling price, distribution route

- **Forest based business with local communities would enhance forest conservation as well as income generation.**
- **Enormous numbers of resources and products**
 - ⦿ There are various possibilities of forest based business.
- **Challenges: bridging between local community and market**

Supplier: Local community

 - ⦿ Support for stable product supply
 - ⦿ Business minds (cf. support projects)

Buyer: end-market

 - ⦿ Information providing
 - ⦿ “Environment consideration” is required in the context of SDGs and ESG investment.
- **Your information will be greatly appreciated!!**

Database of forest products



BFPRO Business of Forest Products

途上国森林ビジネスデータベース



公益財団法人
国際緑化推進センター

サイト内検索



原材料でさがす

用途でさがす

地域でさがす

ビジネスモデル解説

お問い合わせ

English



- ◎ Forest based business products information (materials, market trends etc.)
- ◎ Business model
- ◎ <http://jifpro.or.jp/bfpro/>

The project achievements

Timber/lumber

Shorea balangeran wood	Indonesia	African blackwood	Sub-Saharan Africa
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Industrial use

Beeswax	Honey bee habitat area	Cashews	tropics
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Himalayan nettle fiber	Himalayan area		
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Food and Food Ingredients

Bamboo shoot	Taiwan, southern China, southeast Asia	Borneo tallow nut oil	Malaysia, Indonesia
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Sago starch	Southeast Asia	Cristanche herb	Uzbekistan, China
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Fuel

Eucalyptus wood	Australia and tropics	Mai tiew charcoal	Indochina peninsula
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Agricultural materials

Coconut shell materials	Southeast Asia, tropical Africa and tropical America	Caragana feed	China, Mongolia, Nepal, Indo and Pakistan
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Medical, Aromatics and cosmetircs

Copaiba oil	Amazon river	Marula oil	Southern Africa and Madagascar
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Cupuas oil	Amazon river		
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