

## SEMINAR REPORT

APHI - FSC - TBI International Trade Event 2018:  
*Boosting international trade in certified wood products  
from Indonesia*

6-10 March 2018  
Jakarta, Indonesia





**The Borneo Initiative.**

INTERNATIONAL PLATFORM FOR PROMOTION OF SUSTAINABLE FOREST MANAGEMENT IN INDONESIA

## I. Introduction

APHI, the Indonesian Forest Concession Holders Association, and The Borneo Initiative jointly promote sustainable forest management among APHI members, via facilitation of FSC®-certification. Since 2010, 25 Indonesian forest concessions covering 2.3 million ha achieved FSC certification with support from The Borneo initiative, lifting the total FSC certified area to 2.8 million ha. Out of a total of 14 million ha of active logging concessions, this implies a coverage of about 20%. This growth in coverage of FSC certification makes Indonesia stand out in the tropical region as the country with the fastest growth in FSC certification. While FSC certification helps forest concessions to demonstrate best management practice and compliance with domestic regulations (SVLK/PHPL), both forest concessions and the Indonesian wood processing industries want FSC certification to help them to improve market access and exports to overseas markets.

FSC-International has adopted a target of 20% global market share by year 2020. While FSC certification therefore seems on target for Indonesia, FSC still aims to grow its capacity in the Asia-Pacific region by increasing market access and export volume for FSC certificate holders. To this end, in cooperation with APHI and The Borneo Initiative, FSC supported a one-day seminar to consult key actors in the wood trade chain about best possible approaches for boosting international market access and exports. This is in line with priorities set by the Government of Indonesia to see an overall growth in exports of 11% this year 2018.

The challenge for the different parties is to understand:

- Bottlenecks in market access felt by FSC wood processing industries
- Current export promotion activities by FSC wood processing industries
- Market developments and opportunities
- Requirements for export promotion as seen by international traders

For that purpose, Mr. Victor Chandrawira (BR2C) was invited by The Borneo Initiative to facilitate the seminar and participatory discussions on March 6, 2018 at Hotel Mulia, Jakarta, by means of a roundtable discussion on **Boosting International Trade in Certified Wood Products from Indonesia**. The consultative roundtable was dedicated to discussion of current constraints and opportunities in market access and exports of certified wood products from Indonesia. The roundtable brought together around 50 to 70 representatives of the timber trade sector, including forest concessions, wood processing industries, international traders, and line ministries.

This report presents highlights and proceedings of this event.

### **Objective**

The seminar and participatory discussion to give recommendations and inputs to Indonesia's FSC certified wood processing industries and forest concessions for the promotion of export of Indonesian certified wood products.



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### III. Program and participants

#### a. General program outline

##### Seminar

Date: 6 March 2018

Venue: Gerbera Room, Hotel Mulia Jakarta

##### Ideas and Interactive Discussions

Date: 6 March 2018

Venue: Gerbera Room, Hotel Mulia Jakarta

##### Factory Visit

Date: 7 March 2018

Venue: PT. Kayu Lapis Indonesia, Kendal – Semarang

##### Forest Visits

Date: 8-10 March 2018

Venue: Berau – East Kalimantan, PT. Gunung Gajah Abadi

#### b. Participants

Guests of honour in the seminar included representatives from the *Vereniging Van Nederlandse Houtondernemingen*/Netherlands Timber Trade Association (VVNH/NTTA), from the *Association Technique Internationale des Bois Tropicaux*/International Tropical Timber Technical Association (ATIBT), from the Directorate General of Sustainable Forest Management (PHPL, Ministry of Environment and Forestry), and from the Directorate of Export of Agriculture and Forestry Product, the Ministry of Trade and the Chairperson of FSC Board of Directors.

The audience consisted of representatives from several Indonesian wood producers associations, i.e. APHI and APKINDO. The private sector was represented by 37 Indonesian wood industries/forest concessions and 12 overseas timber-trading companies. The seminar was also attended by representatives from FSC, certification coaches, donor agencies and other partner organisations.

In total 128 participants attended the seminar, 11 participants joined the factory visit, and 8 participants joined the forest visit.

## IV. Summary of presentations

**Dr. Ir. Ida Bagus Putera Parthama, MSc.** (DG of Sustainable Forest Management, Ministry of Environmental and Forestry)

Pak Putera shared ideas on the importance of export promotions for Indonesia's forest sector:

- Tropical forest is an important solution to climate change;
- International consumers, especially Europe, the US, Australia and Japan, prefer certified timber or wood products;
- SVLK is designed to protect Indonesian forest products from illegal trade;
- Significant increase in export volumes and values are expected, yet it requires more effort also at the demand sides: promotion, procurement policy, consistently refusing the import of unknown/uncertified illegal timber, better access and price appreciation, etc.



**Dra. Tuti Prahastuti, MSi.** (Director of Forestry & Agriculture Trading, Min. of Trade)

Ibu Tuti shared the steps and strategies to increase export and maintain the balance of trade of Indonesian timber:

- The Government of Indonesia has the main role to facilitate trade easiness for business in and to Indonesia;
- For forest products, there are several initiatives to strengthen the trade:
  - International trade events and exhibitions
  - Trade missions
  - Business forums
  - Trade negotiations on Indonesian certified forest timber
- Some market access enhancement by the Government of Indonesia
  - Ratification of international trade agreements
  - Initiation of international trade negotiations
  - Agreement utilization and trade & commodity cooperation
- Challenges in international trade
  - A lot of target market countries are concerned about illegal logging and climate change issues in Indonesia
  - Dealing with market sentiment and opinion



**Rulita Wijyaningdyah** (Chairperson to the Board of Directors, FSC)

- FSC Indonesia started in 2000, and awarded 12 concession companies that applied for FSC certification;
- FSC Indonesia works intensively in capacity building, market analysis, monitoring & evaluation and network building between Indonesian producers and traders and their international counterparts;
- FSC is supporting the SVLK-framework forest protection model that decreases the illegal logging, poaching actions and forest fires.

### **Panel Session**

1. **Adam Beaumont** (*Regional Director Asia Pacific, FSC*)
  - FSC activities are always team efforts
  - FSC ambition is to get 20% market share in Forestry by 2020
  - There is an indication of trust in different countries around the world. There are 2 common issues: consumers are less trusting to government and corporate investment. FSC and certified timber products will help eliminate these trust issues.
  
2. **Paul van den Heuvel** (*Netherlands Timber Trade Association*)
  - The Netherlands has increasing activities in the building sector → more timber usage for building aesthetics and construction due to durability and nature-friendliness
  - NTTA represent app. 65% of the Dutch market with an import of sawn timber and panel products achieving a number of 2 million/m<sup>3</sup>
  - Concerns from NTTA members:
    - Decrease the use of finite materials
    - Stimulate the use of renewable materials
    - Sustainable production is the major condition
    - Forest trees and timber have a huge CO<sub>2</sub> advantage that the competing materials don't have.
  
3. **Benoit Jobbé** (*General Manager, ATIBT*)
  - African countries' cooperation in ATIBT creates a stronger voice during negotiations with buying countries or economic regions like the EU
  - ATIBT pushes the use of certified timber products to its members, and gives better incentives to the forest concession companies for their initiatives
  - Indonesia, as one of the leading timber countries, could learn from ATIBT.
  
4. **Paul O'Brian** (*Director of PNORS*)
  - Wood producers in Indonesia can use the Apps to create higher efficiency in trading processes
  - Government of Indonesia, especially Ministry of Trade and Ministry of Finance, has been supporting the application of technology to improve marketability of (forest) products from Indonesia
  - Introducing PODIO, an application to decrease the hassle of trading administrations and simplify the processes.
  
5. **Ivan Hartono** (*GM of PT Sumber Mas Indah, Gresik*)
  - Certified wood creates assurance of market if we define the target market. FSC should create a simpler model for small companies
  - As businessmen, we need to always find ways to get to the market. Our company is always looking for new markets with new approaches as well as product development. We believe in innovative approaches
  - FSC and The Borneo Initiative helped us seeing things in a broader perspective.

## V. Highlights of Ideas and Interactive Discussions

There were 14 ideas proposed by participants during the ideation session. Below is the complete list of ideas:

1. It looks like The Borneo Initiative is 95% for plywood companies.
2. Drive higher value products/exports from Indonesia timber.
3. Collective, Task Force, Coordination.
4. Grow FSC exports from Indonesia in furniture.
5. How could FSC support you to promote your business to your customers?
6. What market requirements exist in Europe, especially about environment and quality?
7. Key message of FSC that is acceptable to the market.
8. Simplify the regulations to open the market.
9. SMEs
10. How to bring costs down?
  - Light version of FSC.
  - New design with fewer material needs.
  - New wood species to use.
  - Pick only the most essential point of FSC.
11. Market incentive for producers.
12. HSE needed!
13. How can FSC introduce the FSC product to the consumer?
14. Does the government have a specific campaign to introduce FSC certified products to the public? So far we don't see noticeable advertisement or remarkable activity to support this initiative. FSC activities are always team efforts.

From the 14 ideas, 5 were discussed further:

1. Information Drive
  - Using application to share ideas and manage projects
  - Knowledge management and interconnection of systems:
    - Embassy, Chamber of Commerce
    - Certification notes
    - FSC category is equal to HS Code
  - Learn from the roles, activities and influence of Malaysia Timber Council to trade and government regulations, should Indonesia create an Indonesian Timber Council?
2. Bioenergy
  - The market of bioenergy to become steam heat and electricity is still very open and is highly appreciated
  - The raw materials of bioenergy from wood waste and rice husk produced by timber industry
  - The industry needs a lot of support from the government, especially in securing the raw materials. The current plants are competing with other industry such as farming and husbandry to get sufficient materials.
3. Government of Indonesia's policies that will push forestry exports
  - Issues:
    - Odd timing of regulation deliverables that create problems to business industry
    - There is a tendency to be inconsistent/unstable decisions
    - The regulations seem to be illogical
    - The Governemnt of Indonesia lacks the expertise and market knowledge and there is a lack of consultation with the business/industry



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- Solution: McKenzie type of Notes/Memo on cost-impact analysis to the Government of Indonesia.
4. Encourage FSC to local market
    - Market is about strategy, there should be clear market actions to ensure a better development in Europe
    - Proposing FSC certificates for plantation species, such as Albisia (*Albizia falcate, Lat.*) and Mahogany (*Swietenia mahagony, Lat.*), and small plantation forest concession-holders
    - For small companies, FSC maybe can use a group certification model.
  5. Quality assurance in Online Business
    - Follow up on the first phase

## VI. Visits to Industry and Forest

On March 7th, 2018, a team of The Borneo Initiative together with FSC ID and APHI escorted a group of buyers and organizations to an industry visit at PT Kayu Lapis Indonesia (KLI) in Kendal - Jawa Tengah. Departure time was at 08.00 a.m. and the group returned at 14.00 p.m

KLI integrated plywood factory is located in Mororejo Village, Kaliwungu, Kendal District, since 1978. The 140-hectare plantation land is located on the edge of the Java Sea and is equipped with a port for loading of logs. The production capacity of this factory reaches 480 thousand meters. As a factory located in one location, KLI factory became the largest in Indonesia.

KLI explained that their raw materials were obtained from sources that have implemented certified sustainable forest management nationally (PHPL, SVLK) and internationally (FSC FM). KLI also explained how the timber was transported to the certified timber shelter located just next to the factory.

KLI gave an explanation on some of their main products for flooring and woodworking, garden furniture, full product line of particleboard and pointed out several advantages that it has compared to its competitors. The products produced by KLI are known for its high quality that has been recognized by buyers from various countries. KLI has managed to penetrate the European and Asian market, with the biggest demand from china and European countries.

The forest visit program was initially planned to visit 2 FSC certified forest concessions, PT UDIT and PT. Gunung Gajah Abadi. However, due to technical problems with the airline to Berau the program had to be rescheduled to only visit PT Gunung Gajah Abadi (GGA) in Berau - Kalimantan Timur from March 8th - 10th, 2018. The forest visit was a nice experience for the visiting guests. All guests stayed overnight in a Sei Seleq basecamp and could observe the forest's operation, including nursery, conservation areas, planting areas, and the harvesting. And they saw the sawmill, which is located adjacent to the base camp location, in operation. In the afternoon, all guests spend time exploring the traditional life of the community in Miau Baru village.

PT. GGA is considered to be the longest existing forest operation in the area. They started first operating in 1973. The latest license extension was in 2012 with license period of 45 years. Total working area of the company is 74,980 ha. Meanwhile the initial concession area (1973 license) was 81,000 ha.



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The owners of the company are committed to sustainable forest management and they already achieved FSC certification with their other two sister companies, i.e. PT. Utama Damai Indah Timber and PT. Karya Lestari.

All of these companies achieved FSC certification with support from The Borneo Initiative and assistance from The Nature Conservancy (TNC).

## VII. Observation and recommendations

The program consisted of 4 sessions (for complete program see Annex B):

- Presentations by the Government
- FSC Certification Awards
- Panel discussion
- Ideation and participatory discussion

Below is the observation of the facilitation team during the program

a. The participants (for complete participants list see Annex A)

- About 100 participants came to the morning sessions (Presentations by the government and award giving). Almost all of the government-officials left the venue right after lunch, so there were about 50 participants during the panel discussion session and only around 25 participants joined the last session due to preparation for the field visit to Semarang;
- The absence of government-officials during panel and ideation discussions limited the depth of the discussions a bit. Most of the attending participants were coming from corporations and associations, while there were quite a number of questions concerning government views and policies. Ideas such as “Government of Indonesia’s policies that would push forestry exports and “Bioenergy” needed government perspectives and the corporations also needed to understand the conditions under which the government offices operate, including the political pushes & pulls.

b. The participation

- Participants were just listening to the presentations, there was no Q&A portion during the government presentation session;
- The award giving session was warm, full of laughter and chatting;
- Participants were relatively active during Q&A sessions. Most of comments and questions were on simplifying FSC procedures and fees especially for small companies. Allocating 1 hour 20 minutes for 5 panellists plus 1 presentation was too short for the amount of people raising hands to ask questions;
- It took quite a while to gather the participants after the afternoon coffee break for Ideation and Participatory. 25 participants joined the session and they were very active during Ideation and Participatory Discussions. The discussions in the 5 small groups were so intense that participants forgot to write on the flipchart (or later assigned someone to be the writer, when they were advised to do so).

c. The facilities

- Support from the Mulia hotel staff was very good;
- The food and beverages for lunch and breaks were very good.



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## ANNEXES

### A. List of participants

#### Overseas timber trading companies:

PT. MasterlinQ  
Timber Trade Connection BV  
Dekker Hout BV  
Laschwood International Pte Ltd.  
APP Timber  
Biomaderas GMBH  
PT.Sumitomo Forestry Indonesia  
Mortim Timber Distributors  
Woodstock Timber  
BaliTeak  
Target Sourcing Services  
Wood United Pte Ltd

#### Indonesian wood industries/forest concessions:

PT. Sumbermas Indah Plywood	PT. Sari Bumi Kusuma
PT. Kayu Lapis Indonesia	PT. Wijaya Sentosa
PT. Jatim Sentra Utama	PT. Jati Dharma Indah Plywood Industries
PT. Haswin Hijau Perkasa	PT. Telaga Bhakti Persada
PT. SLJ Global Tbk	PT. Bina Balantak Utama
PT. Aneka Rimba Indonusa	PT. Roda Mas Timber Kalimantan
PT. Interkayu Nusantara	PT. Dwimajaya Utama
PT. Profilindah Kharisma	PT. Gorontalo Citra Lestari
PT. Gresik Prima Utama	PT. Gema Nusantara Jaya
PT. Kayu Multiguna Indonesia	PT. Graha Sentosa Permai
PT. Bogowonto Primalaras	PT. Karya Lestari
CV. Kharisma Duta Utama	PT. Rizki Kacida Reana
PT. Bintuni Utama Murni Wood Industries	PT. Sumalindo Lestari Jaya Unit 4
PT. Sinar Wijaya Plywood Industries	PT. Utama Damai Indah Timber
Katingan Timber Celebes Group	PT. Tanjung TimberIndonesia Industry
PT. Daya Cipta Karya Sempurna	PT. Wapoga Mutiara Timber Unit 2
PT. Tasma Bioenergy Indonesia	
PT. Ratah Timber	
PT. Kemakmuran Berkah Timber	
PT. Tirta Mahakam Resources	
PT. Cipta Wijaya Mandiri	

## B. Program

Date : March 6, 2018  
Venue : Hotel Mulia, Jakarta  
Pax : 100 participants

Seminar and Roundtable Program	
Time	Activities
08:00 – 09:00	Registration
09:00 – 10:00	Plenary session: <ul style="list-style-type: none"> <li>• Opening address – Iman Santoso (Vice Chairman, APHI)</li> <li>• “Government’s promotion of exports” – Tuti Prahastuti (on behalf of DG Foreign Trade, Ministry of Trade)</li> <li>• “The importance of exports promotion for Indonesia’s forest sector” – I.B. Putera Parthama (DG SFM, Ministry of Environment and Forestry)</li> <li>• “Celebration of FSC achievements 2016-2017” – Jesse Kuijper (Board Member, the Borneo Initiative)</li> </ul>
10:00 – 10:30	Awards ceremony for FSC certificates achieved in 2016-2017 (TBI)
10:30 – 11:00	Coffee break <ul style="list-style-type: none"> <li>• Meeting with the press</li> </ul>
11:00 – 13:00	Plenary session: <ul style="list-style-type: none"> <li>• “Growing FSC’s global market share” – Adam Beaumont (Regional Director Asia Pacific, FSC)</li> <li>• “Opportunities and challenges in exports of FSC certified wood products” – Ivan Hartono (General Manager, PT. Sumber Mas Plywood)</li> <li>• “Wood trading using e-commerce platform” – Paul O’Brian (PNORS Consultant)</li> <li>• “Market covenants for green procurement of sustainable timber in the Netherlands and Europe” – Paul van den Heuvel (Director, Netherland Timber Trade Association)</li> <li>• “Example of a promotion campaign: “African certified wood products: Fair and Precious” – Benoit Jobbé (General Manager, ATIBT)</li> </ul>
13:00 – 14:00	Lunch buffet <ul style="list-style-type: none"> <li>• Business Networking</li> </ul>
14:00 – 16:00	Round table discussion on “Bottlenecks and opportunities in export promotion of Indonesian certified hardwood products” <ul style="list-style-type: none"> <li>• Roundtable discussion</li> <li>• Conclusions and recommendations</li> </ul>
16:00 – 17:00	Closing



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## C. Press release

### PRESS RELEASE

#### Seminar and Consultative Round Table March 6, Hotel Mulia

#### “Boosting International Trade In Certified Wood Products From Indonesia”

Jakarta, March 6, 2018. Today the Indonesian Forest Concession Holders Association (APHI), convened representatives of the Indonesian wood processing industries, forest concessions, international trading companies and line ministries for a one-day seminar and workshop in March 6, 2018 in Hotel Mulia Jakarta to discuss joint actions for improved market access and export promotional activities for Indonesia’s certified wood products, now that Indonesia has seen such a significant increase in volume of sustainably wood products.

The seminar brought together over 100 participants from sector bodies (APHI), line ministries (Ministry of Trade, Ministry of Environment and Forestry), support organizations (Forest Stewardship Council®, the Borneo Initiative, WWF, TFF), forest concessions, wood processing industries and international buyers.

As evidence of its commitment to stop forest loss and degradation, APhi is promoting its members to adopt best management practices to prepare them for FSC® certification, the internationally recognized forest certification scheme with a market-based mechanism to promote sustainable forest management. With the support from partner organizations such as The Borneo Initiative, FSC®, WWF, TFF, TNC and Wana Aksara Institute, there are 25 units of Indonesian natural forest concessions covering 2.7 million ha achieved FSC certification since 2010, lifting the total FSC certified area to 3.1 million ha

Currently, 20% of the 14 million ha of active natural concessions in Indonesia are FSC certified. This growth makes Indonesia stand out in the tropical region as the country with the fastest growth in FSC certification. This is also a major boost for the Government’s SVLK certification program, since FSC certified companies are better prepared to meet SVLK requirements too.

“Today, we celebrate that we achieved our 25th FSC certificate in Indonesia, bringing an extra 2.7 million ha under sustainable forest management”, explains Jesse Kuijper, board member of The Borneo Initiative. “The forest sector in Indonesia is going through a significant transformation, with adoption of the highest standards in sustainable forest management. This is a major contribution to the Government of Indonesia’s targets in reducing carbon emissions and development of a green economy. Now, with this fourth trade event, we want to raise awareness among international wood buyers who more and more are looking for sustainably produced, deforestation-free products.”

Wim Ellenbroek, Programme Director of The Borneo Initiative adds, “Raising the green profile of the Indonesian forest sector in international markets needs to be a collective effort. Same as we operate in partnership with other organization on forest certification, we also need to come together as organizations in a joint platform for export promotion. Under a single slogan: “Indonesian certified wood products: Sustainable. Quality. Guaranteed.” This, to reflect the huge production potential of Indonesia’s forests, and the quality and reliability of the Indonesian wood industries.

“Our production forests produce legal and sustain high-quality logs every year”, explains Mr. Iman Santosa, the Vice Chairman of APhi. “Given the progress in sustainable forest



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management and forest certification, these production forests can form the backbone of our provincial and national green economy policies. Certified forest products and SFM certification activities in line with government effort to improve and strengthen market access and exports to overseas markets. While we still see a need to improve the operational context in terms of taxes, export regulations and infrastructural facilities, we also ongoing process to step up efforts in market promotion and market access through cooperation between APHI and PNORS to develop and set up The Indonesian Timber Exchange system (e-commerce). We see other countries being more active in promoting their forest industries. We welcome the initiative of this seminar, to work towards a joint task force for better export promotion of Indonesia's wood products."

According to Hartono Prabowo, FSC National Representative in Indonesia Achieving 3.1 million hectares of forest certified in early 2018 is evidence that well managed forest can be implemented in Indonesia with full efforts from the forest concessionaires and support from stakeholders. This is still in line with the aims of the FSC Global Strategic Plan 2015-2020 (for more detail see <https://ic.fsc.org/en/what-is-fsc/fsc-global-strategic-plan-2015-2020>) as a leading catalyst and defining force for improved forest management and market transformation, shifting the global forest trend toward sustainable use, conservation, restoration to achieve Forests For All Forever." He also added "While area of certified forest is gradually increasing, the market transformation of certified forest products should be formulated to increase market volume and benefits for producers in Indonesia. FSC is expecting this event to be a starting point for the parties in formulating marketing transformation of forest product of Indonesia in accordance with the development of global market and consider the business condition in Indonesia."

"Export growth is a priority for Indonesian Government and we support any initiative that helps to meet our targets, which is 11% overall growth in exports", confirms Tuti Prahastuti, DG of Foreign Trade of the Ministry of Trade. "While export of wood products does not figure in the top segment of export commodities we recognize the fact that the forests that produce the timber for these products represent large parts of our national territory, and are important for spreading employment, for biodiversity conservation, while their wise use helps to avoid carbon emissions and instead, these forest can store huge amounts of carbon and so also contribute to our national climate change mitigation targets. With the certification of sustainable forest management certification promoted in this trade event we hope the result of this event will become the best platform for producer and buyer looking for responsible wood products so as to create competitive edge for Indonesian wood products."

-End -