

GLOBAL PERSPECTIVE ON TRADE & MARKET DATA

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GLOBAL TIMBER FORUM
TASK FORCE ON TRADE DATA & MARKET
INTELLIGENCE

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MISSION

Global Timber Forum convenes coalitions between forest & wood-based industries and relevant stakeholders to tackle shared challenges in delivering responsibly sourced and traded products



GTF MARKET INTELLIGENCE ROLE

Unite industry

- Service to GTF participants
- Highlight global trade inter-connectedness
- Prioritise market obstacles & opportunities

Build capacity

- Leverage GTF network to improve data
- Support trade associations in developing countries
- Optimize market for responsibly sourced timber

Acknowledge progress

- Monitor progress to deliver responsible timber
- Measure carbon storage & other environmental impacts of harvested wood products

Engage policy community

- Identify actions needing wider engagement
- Ensure policy is effective, efficient & equitable
- Foster innovation in data analysis & visualisation

THE BOTTOM LINE

Poor quality market data creates uncertainty & price volatility, encourages short-termism, discourages long-term investment & leads to misallocation of resources to ineffective and inefficient policy measures

MARKET INTELLIGENCE SYSTEMATIC GAP ANALYSIS

- Reviewed 80 info sources - public, private, NGO – international & national
- “Scored” in relation to GTF objectives
- Relevance to assessment of:
 - Wood products markets and trade flows
 - Impact of policies to promote legal and sustainable trade
- “Quality” of data source:
 - Accessibility to technical & non-technical audience
 - Data accuracy & timeliness

MARKET DATA GAP ANALYSIS

GENERAL OBSERVATIONS

- Rising diversity of data sources
- Data quality & accessibility improving
 - but not fast enough and not in all areas
- Few data sources are global in scope
 - => do not highlight inter-connectedness of markets & trade flows
- Large role for non-industry actors

MARKET DATA GAP ANALYSIS PRIVATE SECTOR JOURNALS

- Most insightful, timely & accurate market info
- Mainly focus on national markets
- Some regions less well covered – e.g. Africa
- Challenged by falling advertising revenue & competition from subsidised competitors
- Trade associations – important role to provide quality and relevant data for members

LACK OF DATA WORLDWIDE ON KEY COMPETITIVENESS ISSUES

- Volume of timber standing, harvested and processed
- Wood conversion efficiency
- Trade flows between and within emerging markets
- Investment & financial flows (except carbon-related)
- Business perception surveys
- Price indices outside North America
- End-use surveys – how & where is wood being used
- Innovations in processing, manufacturing, marketing

LACK OF DATA WORLDWIDE ON RESPONSIBLE TRADE & POLICY IMPACTS

- No consistent & timely information on the extent, location or type of certified or legally verified forest
- No data on volume & value of production & trade flows of 3rd certified or legally verified wood products
- Assessment of risk of illegal logging in specific countries & of illegally sourced timber in trade flows still crude, inconsistent & often rely on out-dated information
- No way to assess real impact of policy measures like Lacey, EUTR or FLEGT Licensing

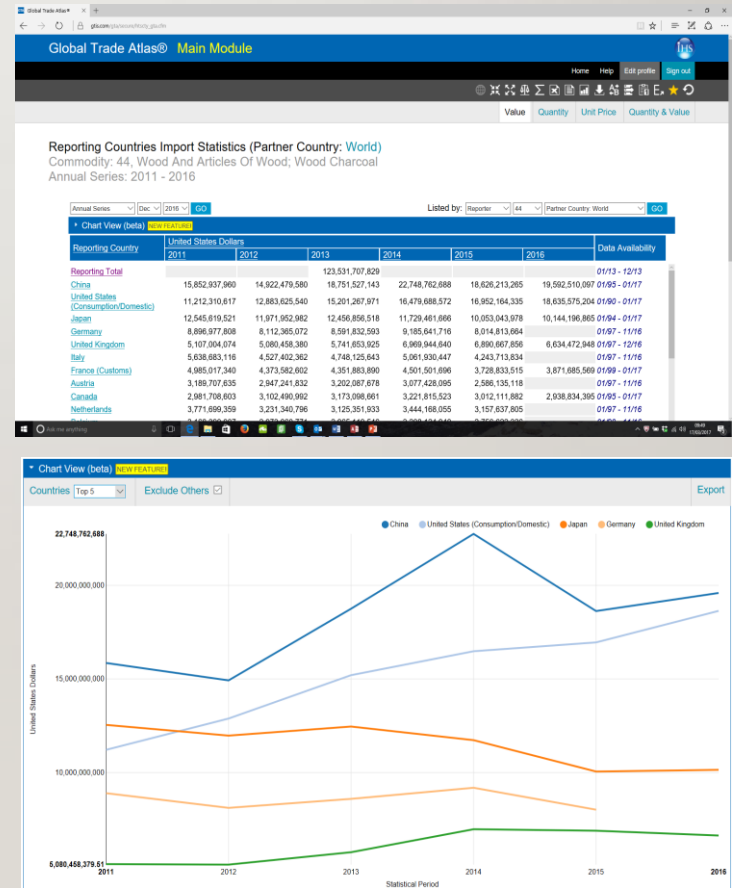


WOOD TRADE STATISTICS PUBLICLY AVAILABLE

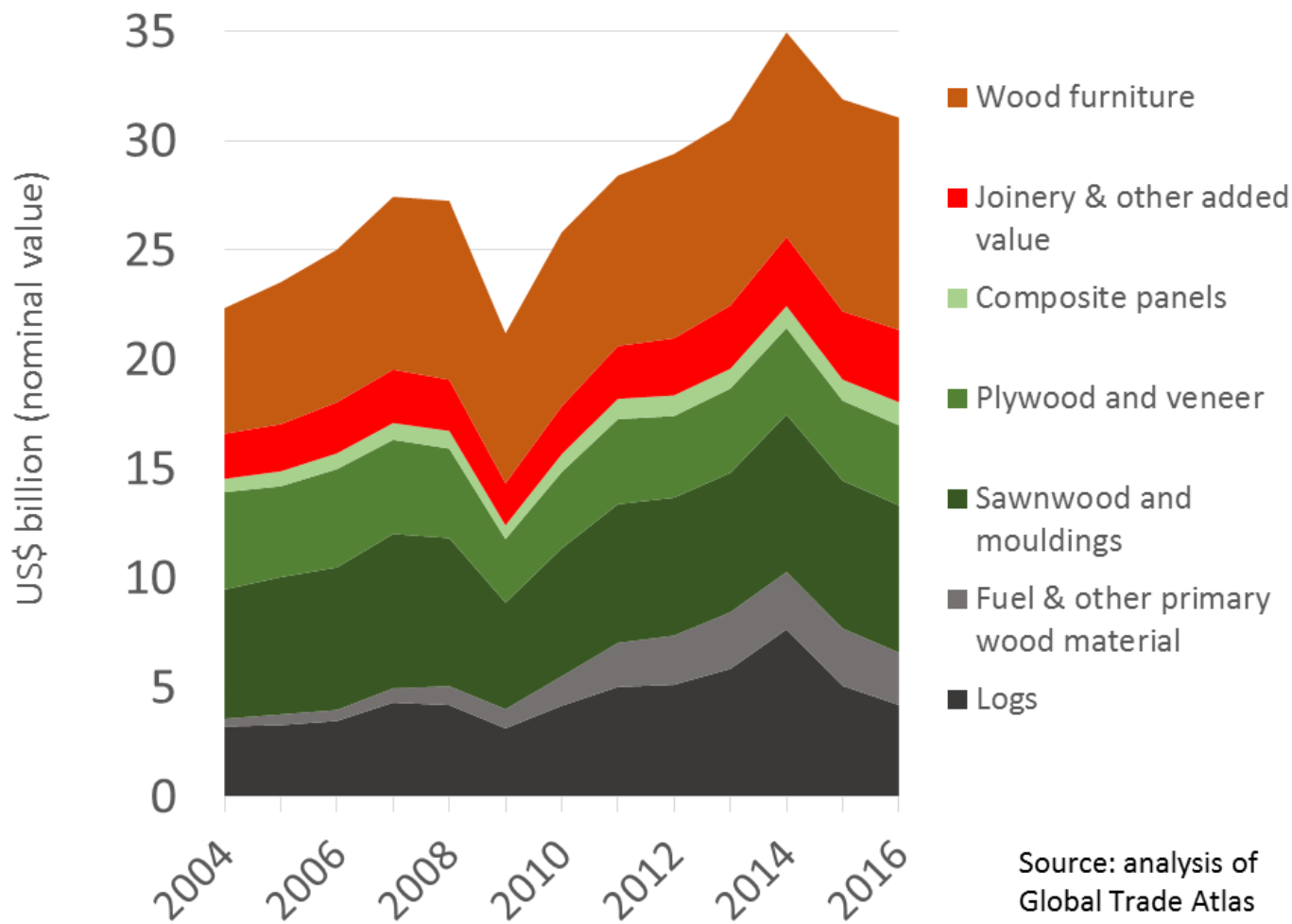
- UN Joint Forest Sector Questionnaire
 - Global snapshot, includes production; annual only; delayed publication; country omissions, limited product breakdown
- UN COMTRADE - public database of annual trade data at HS 6 digit level; many country gaps & data quality often poor
- National customs & statistical agencies - value & volume of trade by HS product code; production data by product type; very variable quality & accessibility

GLOBAL TRADE ATLAS (GTA) SUBSCRIPTION SERVICE BY IHS MARKIT

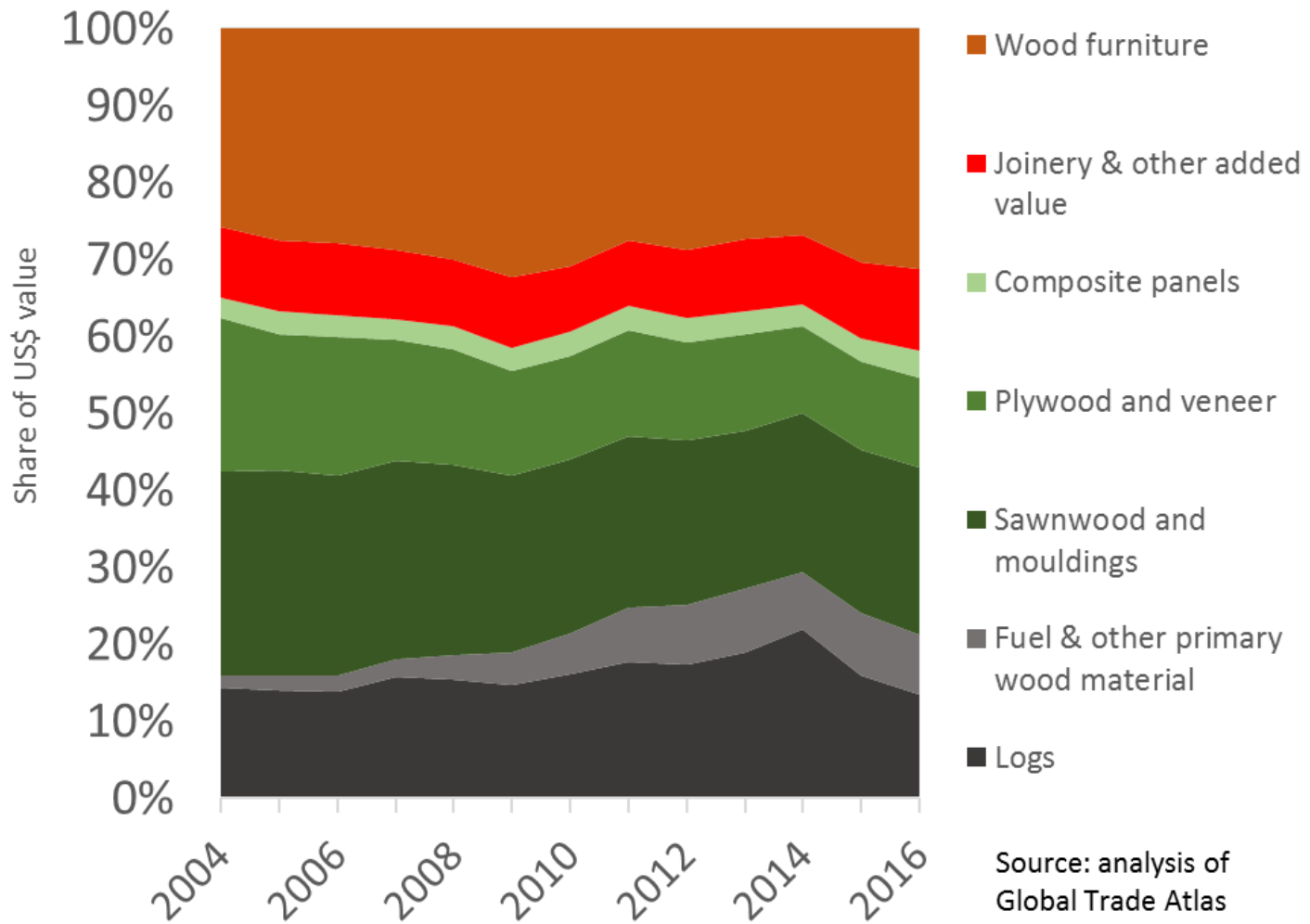
- Online trade data system
- Monthly imports & exports
- 80 countries, all industrialised nations
- High level of product detail
- Customisable queries & downloads
- Gaps: Africa, Middle East & Mekong
- Only raw uncleaned data
- Extremely expensive to private sector –
> \$50000/annum



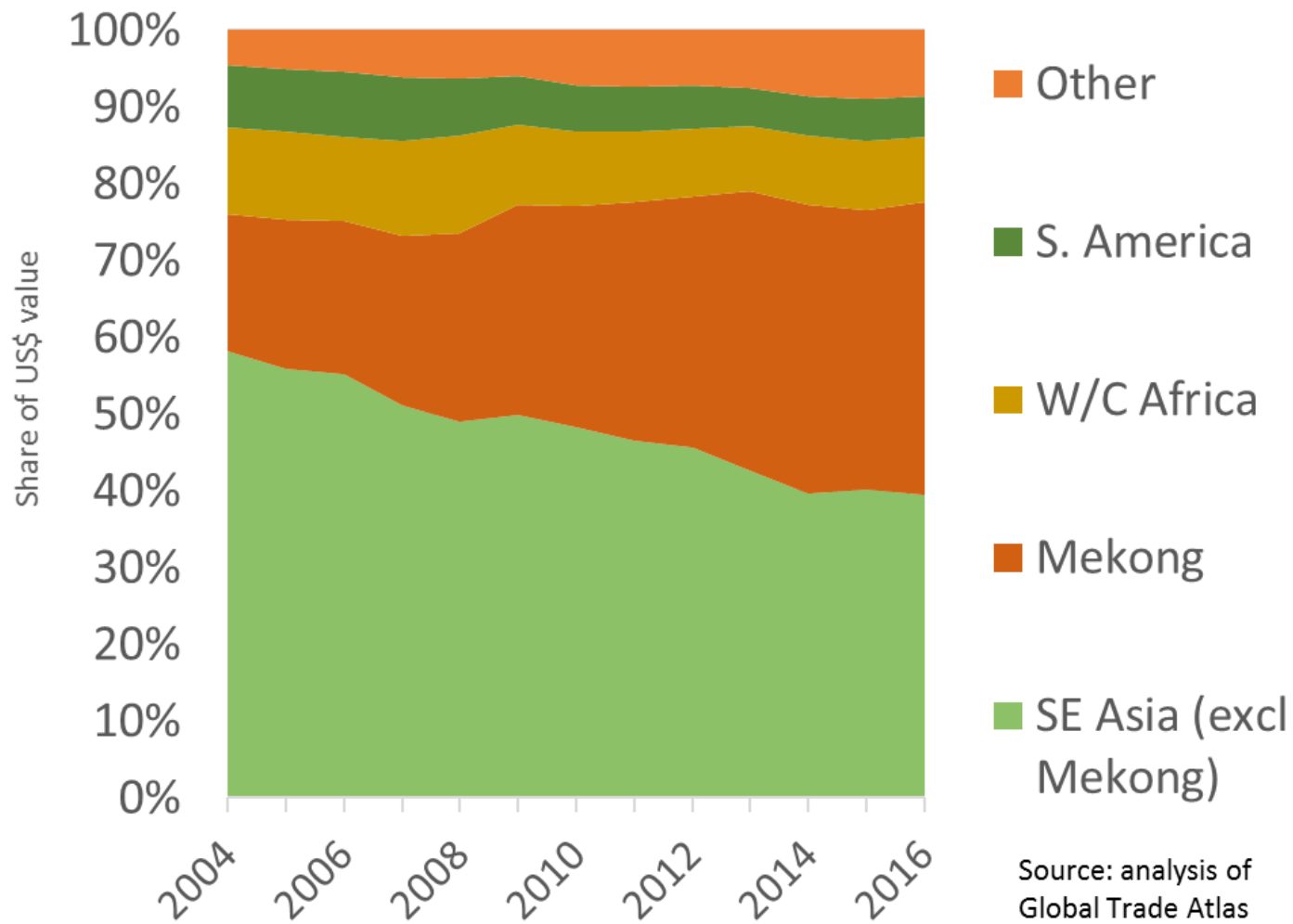
Value of tropical wood products trade by product group 2004 to 2016



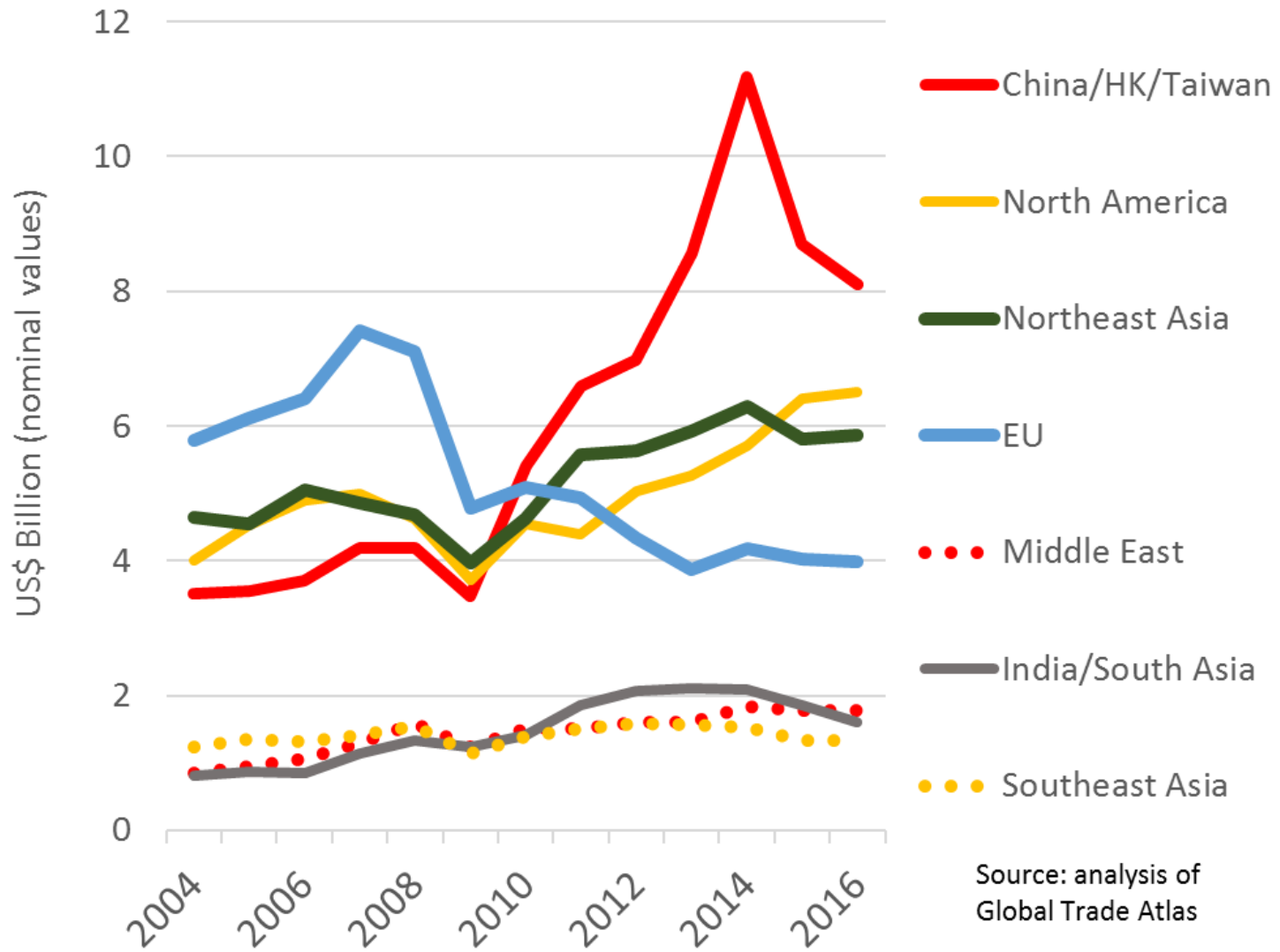
Share of tropical wood export value by product group



Share of tropical wood export value by region of supply



Tropical wood trade by region of import



Source: analysis of
Global Trade Atlas

GTF TASK FORCE PRIORITIES

- Leverage GTF network to fill gaps in market & trade data
- Do not compete with existing info providers
- Encourage innovation in data cleaning & visualisation
- Focused GTF reporting on large global trade trends and interregional flows
- Improved market intelligence in regions where existing technical capacity is limited

GTF TASK FORCE NEXT STEPS

- Tightly focused support from UK DFID
- GTF website links to existing info sources
- Regular review of market relevant output from publicly funded agencies
- Pilot development of central database of global trade statistics
- Explore options to develop a “timber industry confidence index”

GTF TO FACILITATE **SUSTAINABLE TIMBER INFORMATION EXCHANGE (STIX)**

Engage with wider policy community & analysts

Improved information on volume of responsibly sourced timber & exposure to risk in specific trade flows

- Avoid duplication of research
- Facilitate project and partner identification
- Facilitate expert peer review of research findings
- Foster innovation in data analysis and visualisation
- Maximise benefits from new sources of statistical data (e.g. FLEGT Licensing, remote sensing)
- Common access to statistical databases



THANK YOU

Rupert Oliver

GTF TASK FORCE

TRADE DATE ANALYSIS & MARKET
INTELLIGENCE