

# The AHEC European Convention 22 & 23 October 2009 Hilton Hotel, Athens

## Programme

### Talking American hardwoods Thursday 22 October

The programme focuses on three important topics relating to European hardwood markets and aims to discuss their current and future impact for American hardwoods. The first two sessions will begin with a single presentation of the issues, followed by debate and discussion with a panel of experts and the convention audience. For the afternoon session each expert panellist will make a short presentation prior to debating and discussing the issues raised with the convention audience.

#### ALL PRESENTATIONS & DISCUSSIONS WILL BE HELD IN HESPERIDES ROOM, CONVENTION LEVEL

- 09.15      **Registration & coffee**
- 09.45      **Opening welcome**  
*Yannis Albanis, President, Greek Importers Association*
- 09.50      **"Creating new market opportunities for US hardwoods in Europe"**  
*David Venables, AHEC European Director*
- 10.15      **Session one: "The impact of the global recession on hardwood trading and the road to recovery"**  
*Presentation by Ed Pepke, UNECE/FAO Timber Committee, Geneva*  
*Panel discussion chaired by Orn Gudmundsson Jr, Northland Corporation, USA (AHEC Chairman)*  
*Panellists: Matt Gauvrit, American Hardwood Industries, USA*
- 11.45      **Coffee**
- 12.15      **Session two: "Future hardwood fashions and trends – challenges & opportunities for US hardwoods"**  
*Presentation by Michael Buckley, World Hardwoods, Singapore*  
*Panel discussion chaired by David Venables, AHEC European Director*  
*Panellists: Arif Lalani, Bentley Designs Ltd, UK*  
*Hank Marchal, Robinson Lumber, Belgium*
- 13.30      **Lunch** (in Thalia Meeting Rooms, Pool Level)
- 15.30      **Session three: "Green procurement & marketing - opportunities for US hardwoods?" (views from a panel of experts)**
- "Meeting the challenge of Green Building"**  
*Jim Greaves, Hopkins Architects, UK*
- "How US hardwoods can use science and Life Cycle Assessment for Green Building design?"**  
*Dr Richard Murphy, Imperial College, UK*
- "How US hardwoods are meeting the 'green' marketing challenge?"**  
*Mike Snow, AHEC Executive Director*
- Panel discussion chaired by Rupert Oliver, Forest Industries Intelligence Ltd, UK*
- 17.30      **Closing remarks**
- 20.00      **Gala Dinner** (in Thalia Meeting Rooms, Pool Level)

### American hardwood workshops Friday 23 October

- 09.30      **Introduction**  
*David Venables, AHEC European Director*
- 09.35      **The tulipwood challenge - new exterior markets**  
*David Venables, AHEC European Director*  
*Neil Summers, Osmose, UK*
- 10.15      **Introducing US hardwoods & how to grade them to the NHLA standard**  
*Bob Sabistina, Former NHLA Chief Inspector & AHEC Technical Consultant*
- 11.30      **Coffee**
- 12.00      **Practical lumber grading demonstration and Q&A session**  
*Bob Sabistina, Former NHLA Chief Inspector & AHEC Technical Consultant*
- 13.30      **Lunch** (in Terpischore D Room, Convention Level)

