

***Portucel Soporcel Group Organizes the International Seminar “Forest, Sustainability and Prosperity”***

An international seminar dedicated to the theme “Forest, Sustainability and Prosperity” was held on the 2<sup>nd</sup> of June at the Hotel Ritz in Lisbon, organized by the Portucel Soporcel group with the support of Fidelidade Mundial Insurance Company of the Caixa Geral de Depósitos Group.

This event gathered over three hundred national and international participants with the purpose of reflecting on the forest and the forestry industry, while exploring the main challenges and opportunities for the sector in Portugal and worldwide.

Among the participants at the opening session was Deputy Secretary of State for Agriculture and Fishing, Mr. Luís Vieira, on behalf of Minister Jaime Silva, who declared that the forestry sector "is worth more than Qimonda and Autoeuropa together”.



Deputy Secretary of State for Agriculture and Fishing, Mr. Luís Vieira



Opening Session: Mr. Luis Vieira, Mr. Pedro Queiroz Pereira (gPS)  
Mr. José Honório (gPS)

Throughout the event various topics were discussed, especially fire fighting and prevention, Mediterranean forest, the future and sustainability of the forestry sector and sustainable industry of forest products - challenges and opportunities.



Round Table – Sustainability of the Forestry Sector -Eng. João Soares (gPS), Prof. Eugénio Sequeira (LPN), Prof. Francisco Avillez (Agro. Ges), Prof. Fernando Oliveira Baptista (ISA), Prof. João Santos Silva (ISA) and Mr. Mário Crespo.

Almost twenty national and international specialists participated at the seminar, with three contributions by the group: Eng. João Soares, Board of Directors Advisor for Forestry and Environment of the Portucel Soporcel group at the Forestry sector sustainability round table with reporter Mário Crespo as moderator, Mr. Gonçalo Veloso de Sousa, Administrator of the Forest Area reflecting on a new insurance for the Portuguese forest, and the President of the Executive Commission for the Portucel Soporcel group, Mr. José Honório, who was part of “The future of the forest sector in Portugal” panel.



Panel – The future of the forestry sector in Portugal – Mr. José Honório (gPS), Mr. Carlos Bianchi Aguiar (SONAE Indústria), Prof. João Ferreira do Amaral (ISEG), Mr. Pedro Queiroz Pereira (gPS), Mr. António Amorim (Corticeira Amorim) and Prof. Francisco Carvalho Guerra (Forestis)

At the closing session, Mr. Pedro Queiroz Pereira, President of the Group's Board of Directors, stressed the fact that the attendance to the Seminar and the work developed during this day are a reflection of the significance the forestry sector has in the country.



Closing Session – Mr. Pedro Queiroz Pereira (gPS)

This seminar, which was broadcast live on the internet and will result in the publication of a book, showed that discussing topics with seriousness and objectivity contributes to a better

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understanding of the forest value as a natural resource providing wealth, employment and quality of life,, thus ensuring a sustainable future.

The speakers' speeches will be available at [www.seminariofloresta.com](http://www.seminariofloresta.com)

# Programme

Hotel Ritz • 2 June 2009

International Seminar  
Seminário Internacional



The Forest  
the Path to Sustainable Prosperity

Floresta  
Sustentabilidade e Prosperidade

EVENT ORGANISATION:

*grupo* Portucel Soporcel

SPONSORED BY:



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# Programme

**08.30h - 09.00h** Welcome

**09.00h - 09.30h** Minister of Agriculture, Rural Development and Fisheries – Jaime Silva

**09.30h - 10.15h** James Griffiths (WBCSD)  
> *Sustainable Forest Products Industry – Challenges and opportunities*

**10.15h - 11.00h** Duncan Pollard (WWF International)  
> *The forest, the path to sustainable prosperity*

## COFFEE BREAK



**11.20h - 11.40h** Carlos Costa (EIB) > *Sustainability of the forestry sector*

**11.40h - 12.00h** Nuno Santos (McKinsey) > *Prospects for forestry commodities*

**12.00h - 13.00h** Round table discussion > *Sustainability of the forestry sector:*  
João Santos Pereira (ISA); Eugénio Sequeira (LPN);  
Fernando Oliveira Baptista (ISA); Francisco Avillez (Agro.Ges);  
João Soares (gPS); Moderator: Mário Crespo (journalist)

## LUNCH



Focus: *Prevention and the Mediterranean forest*

**14.30h - 14.50h** Mark Beighley (BC) > *Improvements in the National Fire Fighting System*

**14.50h - 15.10h** Ricardo Vélez (MMA) > *Positive and negative aspects  
in forest fire prevention in Spain*

**15.10h - 15.30h** Ana Salvado (FM-CGD) > *Reflections on forestry insurance in Portugal*

**15.30h - 15.50h** José Manuel Lima Santos (ISA) > *The non-timber assets  
of Portuguese woodlands*

## COFFEE BREAK



**16.15h - 17.45h** Panel > *The future of the forestry sector in Portugal:*  
João Ferreira do Amaral (ISEG); António Amorim (Corticeira Amorim);  
Carlos Bianchi Aguiar (SONAE Indústria); José Honório (gPS);  
Moderator: Francisco Carvalho Guerra (Forestis)

**17.45h- 18.00h** *Close*  
Pedro Queiroz Pereira - Chairman of the Board of the Portucel Soporcel group

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# Speakers

International Seminar  
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## The Forest

the Path to Sustainable Prosperity

Floresta  
Sustentabilidade e Prosperidade



**Ana Salvado**

Degree in Economics from *Universidade Católica Portuguesa*, followed by postgraduate courses in Actuarial Studies (Life) at the same university, Actuarial Studies (Non-life) at CEFOS and Business Management at ISCTE – *Instituto Superior de Ciências do Trabalho e da Empresa*. She has spent her entire career in the insurance industry, in both life and non-life branches, working in both underwriting and commercial areas. She is currently in charge of the Underwriting Department – Corporate Products at *Companhia de Seguros Fidelidade Mundial*, belonging to the *Caixa Geral de Depósitos* Group, responsible for underwriting management of products for the corporate market and for certain specific industries, including the agricultural sector.



**António Rios Amorim**

Degree in International Commerce from Birmingham University and postgraduate studies in Business Management at INSEAD (France), at Columbia University and Stanford University (USA). With vast experience in management positions in various business areas of the Amorim Group, he is currently CEO of *Corticeira Amorim*, and also chairman of a number of organisations representing the cork industry, both in Portugal (*Associação Portuguesa da Cortiça*) and internationally (*Confédération Européenne du Liège*). In January 2006, the Portuguese President awarded him the Medal of Industrial Merit.



**Carlos Bianchi de Aguiar**

Degree in Economics from the *Universidade do Porto*, he has worked at *Sonae Indústria* since 1986, holding various management positions in different geographical regions. Currently CEO of *Sonae Indústria*, and director of several of its subsidiaries. Holds office in various organisations, representing Sonae - SGPS, SA in Global Compact and the WBCSD – World Business Council for Sustainable Development, member of the Board of Directors of EPF – European Panel Federation and of BSCD Portugal – Business Council for Sustainable Development in Portugal.



**Carlos da Silva Costa**

With a degree in Economics from the *Universidade do Porto*, he is currently Vice-President of the European Investment Bank (EIB) with responsibility for EIB financing operations in Spain, Portugal, Belgium and Luxembourg, as well as in Asia and Latin America. Member of the Consultative Market Panel of CESR (Committee of European Securities Regulators). His professional career spans four main areas: banking (member of the executive board of several banks); European integration (EU Portugal Permanent Representation and *Chef de Cabinet* at the European Commission), economic research and university teaching (visiting Professor at the *Universidade de Aveiro*, since 2007).



**Francisco Avillez**

Degree in Agronomy from ISA, postgraduate studies in Economics of Rural Development at the Institut Agronomique Méditerranéen and doctorate in Agrarian Economics from ISA. Francisco Avillez was Professor of Economics and Agricultural Policy at the Instituto Superior de Agronomia, sitting on the General Board of the *Universidade Técnica de Lisboa*. Founding partner of AGROGES, *Sociedade de Estudos e Projectos*, where he is scientific coordinator.



**Duncan Pollard**

With a degree in Forestry from Aberdeen University in Scotland, he is currently Director of Conservation Practice & Policy Division at WWF International. He started his career in the forestry industry in South Africa and Scotland. He worked in the forestry division of Shell International and was the first operations manager for Shell/UPM. He was later responsible for implementation of ISO9000/14001 and FSC certification at Scottish Woodlands, Ltd. He joined WWF International as head of the European Forest Programme.



**Fernando Oliveira Baptista**

Degree in Agronomy from ISA and PhD in Agronomical Studies from the UTL. He is currently Professor in the Department of Agrarian Economics and Rural Sociology at ISA, and also a member of the French Academy of Agriculture. Over the course of his teaching career he has focussed on areas relating to Socio-economic Dynamics in Rural Areas and Management Criteria for Forestry Owners.



**Eugénio Sequeira**

Degree in Agronomy from the *Instituto Superior de Agronomia (ISA)*, *Universidade Técnica de Lisboa (UTL)*, starting his career in academe with research and teaching at the same institution. Later appointed as Group Coordinator for the Scientific Council of the Ministry of Agriculture, Rural Development and Fisheries, and was elected President of the Municipal Assembly of Cascais, serving as a local councillor. National coordinator for various European Union research programmes and Professor at *Universidade Lusófona de Humanidades e Tecnologias*. He has chaired the *Liga para a Protecção da Natureza - (LPN)*, sat on the *Comité Scientifique Consultatif of the Centre International de Hautes Etudes Agronomiques Méditerranéennes* and on the National Council for the Environment and Sustainable Development (CNADS). He is currently a member of the national management board of the *Associação para uma Gestão Florestal Responsável* and is in charge of farming-related projects underway at the LPN.



**James Griffiths**

Degree in Psychology, International Politics and Political Science from Victoria University, Wellington, New Zealand and in Political Science from Hawaii University, USA. James Griffiths has 30 years' experience as: international trade advisor, trade policy negotiator, diplomat, university assistant lecturer, forest products marketer and business sector advocate. Currently works for WBCSD – *World Business Council for Sustainable Development* where he is project coordinator for SFPI – Sustainable Forest Products Industry and in charge of management of the Ecosystems Focus Area and the Sustainable Water Management Project. Co-leader of The Forests Dialogue, a multi-stakeholder forum involving business, environment and social groups addressing sustainable forest management and member of the steering committees of the National Forest Programme Facility, a Food and Agriculture Organization (FAO) hosted initiative to support sustainable forestry in developing countries.



**João Ferreira do Amaral**

Degree, PhD and professorship in Economics. In the course of his career he has served as General-Director of the Central Planning Department and on the staff of the President of the Republic. Currently Professor at the *Instituto Superior de Economia e Gestão* (ISEG) and Chairman of the Management Board of the *Associação para a Competitividade da Indústria da Fileira Florestal* (AIFF).



**João Santos Pereira**

Degree in Forestry from the *Instituto Superior de Agronomia* (ISA) PhD from the University of Wisconsin-Madison, USA. Currently Professor at ISA and chairman of the Scientific Council. His research interests include terrestrial ecology and the plant ecophysiology, particularly the response to phenomena such as climate change. Over the years he has published various books and numerous articles in international scientific journals, and is currently a member of the editorial board of *Tree Physiology*, USA. He is also a member of CNADS.



**João Soares**

Degree in Agronomy from ISA. João Soares has served as Vice-Chairman of the FAO European Forestry Commission and director of various companies in the Portucel Soporcel Group. He has also held the office of Vice-Chairman of the Forestry and Cork Advisory Board of the General Management of Agriculture of the European Commission, Chairman and Vice-chairman of the Forest Committee of the Confederation of European Paper Industries, member of the Timber Sector Advisory Board of the European Communities Commission, General-Director of Forests and Chairman of the *Instituto dos Produtos Florestais*. He also held government office as Secretary of State for Forests in the 15th Constitutional Government. He is currently advisor to the Board of Directors of the Portucel Soporcel Group in the fields of forestry and the environment.



**José Honório**

With a degree in economics from the *Universidade de Coimbra*, he has pursued a career in the marketing of industrial and agricultural equipment, in the oil industry and in banking. He is currently CEO of the Portucel Soporcel Group. He is also a director and member of the Executive Board of Semapa – *Sociedade de Investimento e Gestão*, SGPS, SA, the holding company with a majority stake in Portucel – *Empresa Produtora de Pasta e Papel*, SA and in Secil – *Companhia Geral de Cal e Cimento*, SA. Holds directorships in various companies in the Semapa Group, including in Secil. He is also Chairman of the General Board and member of the Executive Committee of CELPA, *Associação da Indústria Papeleira*, a director of CIP, *Confederação da Indústria Portuguesa* and a member of the Board of Directors and Executive Committee of CEPI, the Confederation of European Paper Industries.



**José Manuel Lima Santos**

Degree in Agronomy from ISA, specialized in Agrarian Economics and Rural Sociology, followed by PhD in Town and Country Planning from the University of Newcastle upon Tyne (United Kingdom). His academic career has focussed on research in economics of the environmental and natural resources and assessment of public policies for agriculture and the environment. He has also served as Director of the Agro-food Planning and Policy Office of the Ministry of Agriculture, Rural Development and Fisheries. Currently associate professor at the Department of Agrarian Economics and Rural Sociology, ISA.



**Mark Beighley**

Bachelor of Science Degree in Liberal Studies from Eastern Oregon University and 34 years of fire management experience in the United States Government (forestry services and Department of the Interior). Mark Beighley recently retired and set up his own consultancy firm, which he manages. His professional career has included positions as National Program Director, Fire and Aviation Management, Assistant Director for Budget and Planning (USFS) and, most recently, as Office of Wildland Fire Coordination Director, Department of the Interior (DoD) and member of National Leadership for Fire. Appointed by the United States Government, with support from FLAD – *Fundação Luso-Americana*, he led the mission sent to help the Portuguese government during the wildfires of 2004, going on to co-author USA - *Portugal Wildland Fire Technical Exchange Project Final Report - 2004*. He returned to Portugal in 2005 in connection with work on the National Fire Defence Plan. He also has vast experience in the private sector – as Forensic Auditor and in the public sector – as Senior Advisor and Co-consultant, for Brookings Institution, and Assistant Director for Forest Planning and Silviculture.



**Nuno Santos**

With a degree in Civil Engineering from the *Instituto Superior Técnico* (IST) and an MBA from INSEAD, Nuno Santos is currently Partner-Manager at the Lisbon office of McKinsey & Company. He heads the energy and industry practice in Iberia and is one of the world leaders in McKinsey's energy and commodities practice. Over more than 15 years at McKinsey, he has worked in the field of energy (electricity, gas and oil), throughout the value chain – renewable energies, trading, distribution, marketing –, in paper and paper pulp, in various geographical regions, working with the main companies in the sectors on questions of strategy, operations and organisation.



**Ricardo Vélez**

With a degree in Forestry from the *Universidad Politécnica de Madrid*, he retired in April 2009 from his position as head of the forest fire service at Spain's Ministry of the Environment. He has worked as a FAO consultant, presiding over various development projects in several countries. He was elected in 1994 as coordinator of the Food and Agriculture Organization (FAO)/Silva Mediterranea network in the field of forest fires. He has also served as President of the Spanish Society of Forestry Studies and chairman of the European Commission's group for Forest Fire Prevention. He is currently a member of the EU's group of experts on forest fires. He has published numerous books and articles.

## Moderators



**Francisco Carvalho Guerra**

After taking a bachelor's degree in Pharmacy at the *Universidade de Lisboa*, he graduated in Pharmaceutical Chemistry from the *Universidade do Porto* (UP), where he then took a PhD in Biochemistry. He has held many positions over his long career, including Director of the UP Centre for Biochemistry Studies, Chairman of the NATO Research Projects Panel, President of the Portuguese Biochemistry Society, Vice-Reitor of the *Universidade do Porto* and president of the Society of Pharmaceutical Sciences.

He has presented numerous papers at scientific conferences in Portugal and abroad, and has co-authored more than 80 articles in the field of biochemistry, as well as speaking at a number of seminars at universities abroad. He was awarded an honorary doctorate in Health Sciences by the *Universidade do Minho* and was recently elected Chairman of the Portuguese Forestry Council, a position he holds simultaneously with that of chairman of Forestis – Portuguese Forestry Association.



**Mário Crespo**

A journalist with more than thirty years' experience and a familiar face on television news. His first contact with the profession was at the military press office of the Commander in Chief of the Armed Forces, in Mozambique. Back in Portugal, he joined the staff of RTP where he reported on a number of historical events such as the release of Nelson Mandela and the Gulf War. He later worked as RTP reporter in the United States where he was invited by CNN to comment on the situation in Timor after the massacre. He currently presents news programmes for SIC and SIC Notícias.

