

Who can participate in the MFTN?

If you fall into one or more of these categories, you can take advantage of the rewarding opportunities open to you as a participant in the MFTN.

• Certified forest managers

Participants that have achieved forest management certification against a credible certification standard

• Non-certified forest managers

Participants that have yet to achieve forest management certification against a credible certification standard

• Processors

Sawmills and plywood mills

• Traders

Manufacturers, distributors and retailers of timber products

• Specifiers

Firms, corporations, and organisations that specify timber products

• End-users

Firms, corporations, organisations and individuals that use timber products

What must you do for MFTN to assist you?

While the MFTN values your participation, you must do your part too.

Only then can the relationship be mutually beneficial.

Your participation will be reviewed on a periodical basis to ensure compliance to a set of conditions.



Such as :

- mutual effort to jointly conduct a baseline appraisal and develop an action plan, with respect to the current policies and practices of the company
- mutual effort in assessing the action plan, with respect to the implementation of the policies and practices in the promotion of responsible forest management
- mutual effort in producing a periodical progress report, with respect to the action plan in the achievement of the outlined goals
- appointment of a senior personnel as the contact person and governor of the action plan
- payment of participation fees
- compliance with all relevant laws of Malaysia

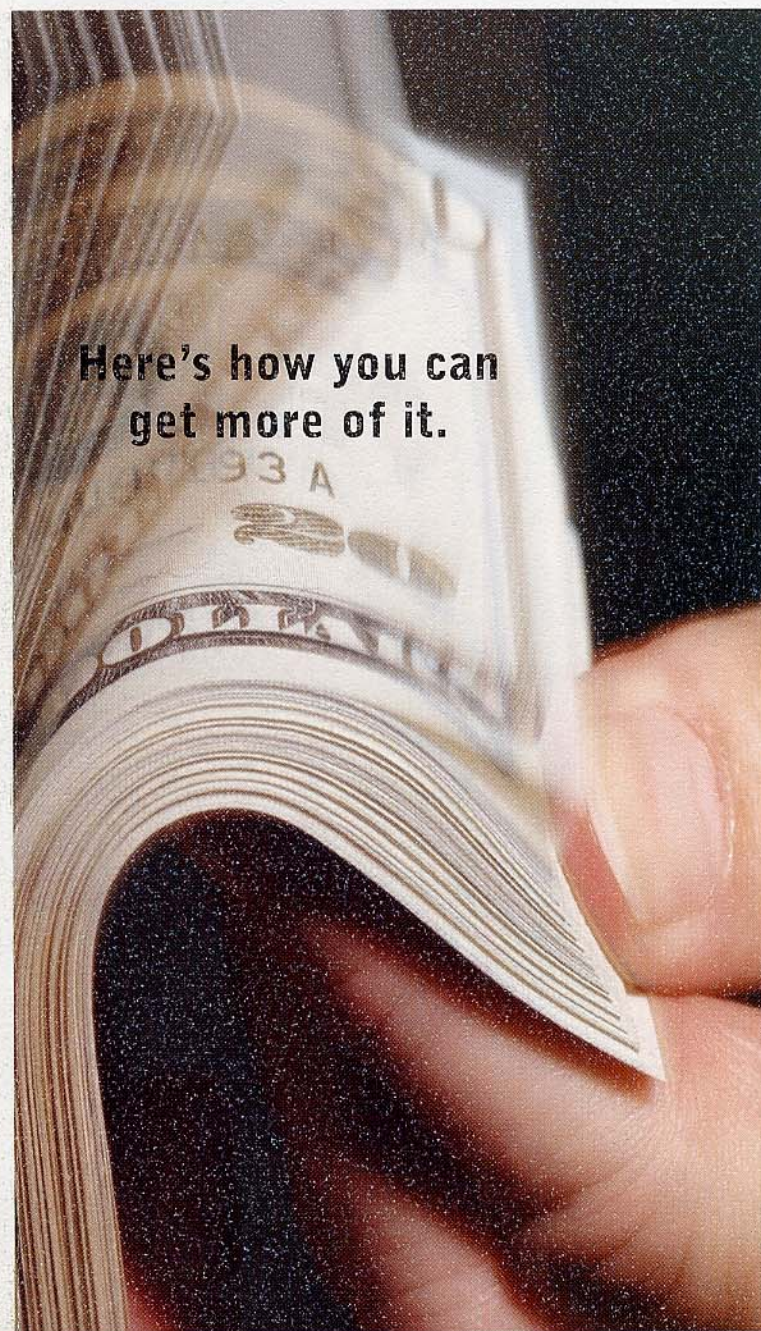
Malaysia Forest & Trade Network

49 Jalan SS23/15 Taman SEA, 47400 Petaling Jaya, Selangor, Malaysia.
Tel : 6-03-7803 3772 Fax : 6-03-7803 5157
E-mail : mftn@wwf.org.my Website : www.forestandtradeasia.org



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You just had a glimpse of a contented man.

Contented, because he discovered the advantage of being in the Malaysia Forest & Trade Network (MFTN).

As a Malaysian in the business of timber products, he had traveled the world.

He noticed that in consumer countries, even the man on the street was becoming increasingly conscious about the environment.

To the extent of buying timber products with origins only from responsibly managed forests.

He realised, by addressing the concerns of the end-users, buyers may opt for his products, as the number of environmentally conscious consumers, are steadily increasing.

So he signed up with the MFTN.

He found that the MFTN facilitates global trade links between companies committed to supporting and achieving responsible forestry.

While helping conserve Malaysia's forests, this platform also provides economic benefits to businesses that depend on the forests.

One thing is clear with him in the MFTN.

He has seen greener pastures with his move.

Now, while this is a hypothetical scenario, it may very well apply to you.

MFTN? Who are we?

With each passing day, the forests of the world face an ever increasing challenge to simply sustain its character.

Sure, there is a desire and need to satisfy the hunger of consumers for timber-based products.

After all, the resources on this planet is here for humankind.

However, there is a distinct if not more pressing need to ensure that the source from where the timber comes from, is there for future generations.

The approach is in the march forward using the principles of responsible forestry.

This is where WWF can be of help.

WWF believes that responsible forest management and responsible forest product purchase depend on each other.

Together, these two practices can and will play a role in eliminating illegal logging, leading to improvements in forest management.

To help meet the challenges faced by supporters and practitioners of responsible forestry, WWF had set up the Global Forest & Trade Network (GFTN).

The Malaysia Forest & Trade Network (MFTN) is the Malaysian chapter of the GFTN.

The MFTN brings about a mutual relationship between WWF-Malaysia and forest managers, wood processors, forest product traders, specifiers and end-users, based in Malaysia.

How can you benefit by being a participant in the MFTN ?

"A forest products industry that seeks to support responsible forestry must assimilate environmental and social objectives, with business objectives."

This is the springboard from which the MFTN operates.

From a business point of view, responsible forestry begins with the need to sustain the chain of supply of raw material, while addressing the need to satisfy the aspirations of all stakeholders and to maintain the reputation of the corporation.

To enable and ensure the proper business links, the MFTN provides a spectrum of services to participants :

- information and technical assistance towards responsible forest management
- pathway to credible certification
- market recognition for the pursuit of credible forest certification
- access to responsible consumer markets
- information on non-traditional or lesser-known wood species and sources
- assistance in efforts to encourage existing suppliers to pursue credible forest certification