

KARLSTAD MARKET CONFERENCE

Thursday 21 November 10:00 – 17:00
Elite Stadshotellet Karlstad, Festlokalen

- 10:00 – 12:00** **WOOD CONSTRUCTION: ONWARDS AND UPWARDS!**
Moderator: Susanne Rudenstam, Sveriges Träbyggnadskansli
- 10:00 – 10:05** **Welcome** with Mathias Fridholm, Swedish Wood
- 10:05 – 10:30** **Svenska Skogen/Swedish Forest. A campaign to increase knowledge of the forest's potential**
Speakers: Åsa Bihl and Cecilia Boman, Svenska Skogen
- 10:30 – 10:50** **Cederhusen: Ground-breaking engineering and architecture in one of the world's largest wooden housing projects**
Speakers: Anna Ervast Öberg, Veidekke and Robert af Westterstedt, Bjerking
- 10:50 – 11:10** **Digital processes for climate declaration of buildings**
Speaker: Christer Green, Christer Green Affärsutveckling AB
- 11:10 – 11:30** **Sara Kulturhus in Skellefteå: We're building the Nordic region's tallest building in wood!**
Speakers: Robert Hortlund, Martinsons and P-O Landstedt, Derome
- 11:30 – 11:45** **Wood and fire – from threat to opportunity when Europe's wood industry joins forces**
Speakers: Björn Källander, Swedish Wood and Eli Bjørhovde Rindal, Treindustrien, Norway
- 11:45 – 12:00** **Wood construction hub Värmland**
Speaker: Helene Vogelmann, Region Värmland
- 14:00 – 17:00** **MARKET SEMINAR**
Moderator: Mathias Fridholm, Swedish Wood
- 14:00 – 14:05** **Welcome** with Mathias Fridholm, Swedish Wood
- 14:05 – 14:30** **Key Note Speech: Gustaf Josefsson Tadaa**
Gustaf is a "futurist" and one of Sweden's most hired key note speakers. In an ever-transforming world we'll soon be spending more time changing what we do, than we actually spend doing it. How will that affect you and your organisation?
Speaker: Gustaf Josefsson, Tadaa
- 14:30 – 15:00** **A bumpy road ahead? Economic outlook and the underlying drivers**
Speaker: Ylva Hedén Westerdahl, Director of Forecasting, National Institute of Economic Research
- 15:00 – 15:20** **Coffee break**
- 15.20 – 15.40** **Bark beetles and storm fellings in central Europe. Effects on the market today and tomorrow**
Talare: Christina Reimann, Deutsche Säge- und Holzindustrie
- 15:40 – 16:00** **Trade wars, Brexit and increased production. A look at the current market situation**
Speaker: Magnus Niklasson, Swedish Forest Industries Federation
- 16:00 – 16:15** **Summing up** with Ylva, Christina and Magnus
- 16:15 – 16:30** **The climate contribution of the Swedish Forest Industry**
Speaker: Helena Sjögren, Swedish Forest Industries Federation
- 16:30 – 16:45** **The Black Book: New and updated grading rules for the sawmill industry**
Speakers: Johan Fröbel, Swedish Wood and Tomas Ivarsson, Svenskt Trätekniskt Forum
- 16:45 – 17:00** **Announcement of the Knight of the Order of the Wood Market 2019**
- 17:00** **Wood Market networking mingle**