

International Marketing Opportunities for Kentucky Forest Products Industries
Workshop

April 1, 2010 7:30 am– 5:00 pm

Laurel County Cooperative Extension Office
200 County Extension Road
London, KY 40741

A one day workshop, with exhibits, will be held April 1, 2010 at the Laurel County Cooperative Extension office in London, Kentucky. This event will be of interest to owner and managers of small and medium enterprises in wood products industries, general managers, plant managers, purchasing managers, and marketing directors. Also, personnel related to local organizations that support development of new markets opportunities for wood products industries and independent consultants and academicians who are interested in updating their knowledge in international marketing for Kentucky and US wood products.

Presentations will include: Status of the Wood Products Industry, International Marketing Principles, Marketing Intelligence for Export, Sustainability and Green Markets, Logistics and Transportation Issues, and Carbon Markets for Forest lands and Long – lived Wood Products.

Exhibits and exhibitors will be focused on export assistance and opportunities.

Cooperators include:

University of Kentucky, Department of Forestry, Cooperative Extension Service
Kentucky Division of Forestry
Virginia Polytechnic Institute and State University
Kentucky Forest Industries Association
Kentucky Department of Agriculture
Kentucky Cabinet for Economic Development

Interested in attending the meeting contact: Carroll Fackler, UK Forestry, Cooperative Extension, 606 666 2438 Ext 235 or Cfackler@uky.edu

Interested in exhibiting at this meeting contact: Andrea Burton, Cabinet for Economic Development, 502 564 7140 Andrea.Burton@ky.gov