



## **TRANSLINKS**

*Linking Natural Resources, Economic Growth and Good Governance*

### ***Improving Value Chain Dynamics for Natural Products in the Furniture, Gifts & Home Decor and Fashion Accessories Industry***

**WORKSHOP IN THE PHILIPPINES – JULY 2, 2008**

**Hosted by EnterpriseWorks/VITA and The Cebu Furniture Industries  
Foundation**

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| <b>8:00 – 8:30</b>   | <b>Registration</b>   |
| <b>8:30 – 9:00</b>   | <b>Open Ceremony</b>  |
| <b>9:00 – 9:15</b>   | <b>Key Note Speaker – Ruby Salutan, Executive Director, Cebu Furniture Industries Foundation</b>  |
| <b>9:15- 9:30</b>    | <b>Objectives of Workshop – Why are we here?</b>  |
| <b>9:30 – 10:00</b>  | <b>Rattan Value Chain Study – Lessons for Natural Products going into the Furniture, Gifts &amp; Home Decor and Fashion Accessories Industry – Ms. Arlynn Aquino</b>  |
| <b>10:00 – 10:15</b> | <b>Coffee Break</b>   |
| <b>10:15 – 11:30</b> | <b>Panel 1 – <i>Understanding the Raw Material Supply Portion of the Value Chain</i></b> <ul style="list-style-type: none"><li>▪ <b>Biological Base – Our Forests, the Condition of our Raw Material Factories – Dr. Perry Ong</b></li><li>▪ <b>Forest Gatherers’ Perspective, a Need to Understand End Market Requirements when gathering NTFPs – Ms. Nida Collado, Chairperson Palawan CBFM Federation</b></li><li>▪ <b>Forest Policy and its Impact on Raw Material Supplies – NTFP-TF, Crissy Guerrero</b></li><li>▪ <b>Overview of Material Mapping and Community Assessment Check List – Update from Ruby Salutan, Cebu Furniture Industries Foundation</b></li></ul> |

11:30 – 12:15	<b>Plenary on raw material supply issues and use of material mapping and community check list</b>
12:15 – 1:15	<b>Lunch</b>
1:15 – 2:15	<p data-bbox="570 317 1422 422"><b>Panel 2 – <i>Understanding the Market for Natural Products in the Furniture, Gifts &amp; Home Decor and Fashion Accessories Industry</i></b></p> <ul style="list-style-type: none"> <li data-bbox="716 428 1422 533">▪ <b>Market Trends, Promotion of Natural Materials in Design – Ruby Salutan, Executive Director, Cebu Furniture Industries Foundation</b></li> <li data-bbox="716 539 1422 606">▪ <b>NGOs as Market Facilitators, Lessons from Upland Marketing Foundation - Rene Guarin</b></li> <li data-bbox="716 613 1422 718">▪ <b>Sustainable Indigenous Peoples Environmentally Friendly Enterprise – Dr. Doato Bumacas, Kalinga Mission</b></li> <li data-bbox="716 724 1422 863">▪ <b>Bridging Market Demands with Raw Material Supply Realities, Introduction of the “Conservation Marketing Equation” Tool Kit, Ann Koontz, EnterpriseWorks/VITA</b></li> </ul>
2:15 – 3:00	<b>Plenary on Understanding the Markets</b>
3:00 – 3:15	<b>Coffee Break</b>
3:15 – 4:15	<p data-bbox="570 1016 1422 1155"><b>Panel 3 – <i>Taking Action to Achieve Better Coordination Between Raw Material Supplies and the Manufacturers to Meet Market Demand while Conserving our Forests and the Communities’ Livelihoods</i></b></p> <ul style="list-style-type: none"> <li data-bbox="716 1161 1422 1304">▪ <b>Resources Available in Post Harvesting and Quality Control Technologies – Dr. Ramon Razal, Forest Products Research and Development Institute, UPLB</b></li> <li data-bbox="716 1310 1422 1415">▪ <b>GTZ Program in Forest Conservation and Enterprise Development; Opportunities for Collaboration – Gordon Benard Ignacio</b></li> <li data-bbox="716 1421 1422 1526">▪ <b>Natural Products Supply Projects and Funding Opportunities – Mr. Eric Buduan, Philippines Tropical Forest Conservation Foundation, Inc.</b></li> <li data-bbox="716 1533 1422 1598">▪ <b>TRANSLINKS Program and Resources Available – Ann Koontz, EnterpriseWorks/VITA</b></li> </ul>
4:15 – 5:15	<b>Plenary – Deciding on Action Steps – Matching Ideas with Resources</b>
5:15 – 5:30	<b>Closing remarks and wrap-up</b>



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### **Factory Visits**

**Morning:**           **Visit to Interior Crafts of the Islands, Inc. (Kenneth  
Cobonpue’s Factory and Design Showroom**  
High-end designer furniture and home accessories manufacturer  
that uses a wide variety of natural materials

**Afternoon:**       **Jimcastler International**  
International manufacturer of fashion accessories, including  
handbags and jewelry made from natural materials, sells to Old  
Navy, Gap and Estee Lauder

**Crafters of Cebu**  
International manufacturer of furniture and home accessories  
for middle class consumers in the US, they sell to Home Goods,  
part of the TJ Max chain. Innovative use of a wide variety of  
natural products

**Cebu Furniture Industries Foundation**  
Visit to information center on material sourcing and design

