

Program Wood Day 4 June 2010

“Better City, Better Life” with Wood

*Seminar 4 June 2010 at the Swedish Pavilion, World Expo Shanghai
(programme subject to changes)*

Seminar theme

“Better City, Better Life” with Wood

*Building with wood in China - sustainability and energy; safety and durability;
architecture and aesthetics; total economy*

Official Chairman

Mr. Bengt E. Johansson, Consul General of Sweden in Shanghai

Official Organiser

- The Swedish Forest Industries Federation

Official Supporters

- Center of Science and Technology of Construction; Center of Energy Efficiency in Buildings – Ministry of Housing Urban and Rural Development of the People’s Republic of China
- European Wood

Operating Chairman

Mr. Magnus Hall, Chairman of the Swedish Forest Industries Federation, CEO Holmen

Target group

- Officials from Chinese central government ministries related to building
- Officials from Chinese local government bodies related to building
- Chinese real estate developers
- Chinese architectural and building design companies
- Chinese experts from the building research and education community

Objective

- Demonstrate the political engagement in building with wood
- Raise the level of awareness of current situation and advantages of building with wood in China
- Demonstrate building excellence through the glulam design of the Swedish Pavilion building
- Demonstrate advantages of using wood as a building material, including carbon footprint aspects

- Raise awareness of Sweden as a reliable supplier of wood products from sustainable forestry
- Further strengthen European Wood Initiative's (EWI) position in China
- Establish positive emotions and remaining good impressions among the target group (table tennis show with champions Jörgen Persson & Mikael Appelgren)
- Create publicity

Seminar programme and logistics

Official open address

10.00-10.15

- The Swedish Approach on "Better City Better Life" at the Shanghai World EXPO 2010
Mr. Bengt E. Johansson, Consul General of Sweden in Shanghai

Keynote address

10.15-10.55

- The Necessity of Sustainable Building and Housing in China
Mr. Yang Rong, Director General of the Ministry of Housing Urban and Rural Development of the People's Republic of China
- Sustainable City Development in Sweden and the Importance of Wood Building
Mrs. Chris Heister, Swedish Government Province Governor

Presentations

11.00-12.30

1. Sustainable Supply of Wood to the Global Building Industry
Mr. Magnus Hall, Chairman of the Swedish Forest Industries Federation, CEO Holmen
2. Situation and challenge of construction materials in China
Mr. Zhao Xiaolong, Deputy Director of Institute on Building Materials, China Academy of Building Research
3. A Global Outlook on Wood Building, Timber Trade & Supply
Mr. Alfred Jechart, President of the European Organisation of the Sawmill Industry
4. Modern Wood Building – Technology and Versatility
Mr. Jan Söderlind, Chairman European Wood

12.30-13.00 *Light food and beverages*

Presentations (cont)

13.00-14.30

5. Swedish Pavilion and Glued Laminated Timber Architecture
Mr. Johannes Tüll, Senior Architect SWECO
6. National Building Codes and Standards – Fire Code
Mr. Jing Jiansheng, Director of Tianjin Fire Research Institute,
Ministry of Public Security
7. National Building Codes and Standards – Timber Structures
Mr. Yang Xuebing, Chairman of China National Design Code
Committee for Timber Structure GB50005
8. Wood Architecture - Beautifying Cities, Harmonizing Life
Mr. Magnus Silfverhielm, Senior Architect, Sweden

Closing Remarks

Mr. Magnus Hall, Chairman of the Swedish Forest Industries
Federation, CEO Holmen

Food buffet and beverages

14.30

Table Tennis Show – Swedish Champions

15.00 - 17.00

- Table tennis champions Jörgen Persson and Mikael Appelgren to interact with guests and media in a table tennis show; photo session; beverage bar.