

## ***“The EU Woodworking Industry and India: Perspectives on Enhanced Trade Cooperation” Webinar***

**When:** 20 October, 10:30-12:30 CET, online (Go-to-meeting platform).

### **Agenda:**

#### **10:30 Welcome and Presentation of the European Woodworking Industry**

- **Mr. Keith Fryer**, Chair of the Trade Working Group of CEI-Bois

#### **10:45 The Framework of EU-India Trade Relations**

- **Mr. Peter Berz**, Head of Unit C.2 DG Trade (South and South East Asia, Australia and New Zealand)
- **Dr. Smita Sirohi**, Adviser at the Embassy of India in Belgium, Luxembourg and the European Union

### **Questions & Answers**

#### **11:30 Market perspectives of the Woodworking Industry in India: Current Scenario, Barriers and Opportunities**

- **Mr. Juho Einovaara**, Senior Consultant at AFRY Management Consulting
- **Mr. Tano Khan**, Co-founder and Managing Director Timber Base GmbH

### **Questions & Answers**

#### **About CEI-Bois**

*CEI-Bois represents 21 European and National organisations and is the body backing the interests of the whole industrial European wood sector: close to 180.000 companies generating an annual turnover of 142 billion euros and employing 1 million workers in the EU.*

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### Speakers:

**Mr. Keith Fryer**, *Chairman of the CEI-Bois Trade Working Group*

He is also a member of the CEI-Bois Board and a former President of the UK Timber Trade Federation



**Mr. Peter Berz**, *Official of the European Commission Head of Unit C.2 DG Trade*  
He currently works in the Directorate-General for Trade with the responsibility for the European Union’s trade and investment relations with countries in South Asia and South East Asia, as well as with Australia and New Zealand.



**Dr. Smita Sirohi**, *Adviser at the Embassy of India in Belgium, Luxembourg and the European Union*



**Mr. Juho Einovaara**, *Senior Consultant, AFRY Management Consulting*  
He is an experienced Project Manager and part of the Wood Products Team. He has deep industry insights and project expertise in wood-based panels, sawnwood and engineered wood products.



**Mr. Tano Khan**, *Co-Founder and Managing Director of Timber Base GmbH in Berlin - the Digital Timber Marketplace*

He founded Timber Base with the Vision to build a global SaaS-enabled marketplace providing great services & beautiful tools to buy, sell and manage timber products.



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