

PricewaterhouseCoopers 23rd Annual Global Forest & Paper Industry Conference
Transformation through innovation

**Then:
Costs**

**Now:
Processes**

**Next:
Innovation**

How are forest and paper companies transforming operations to take advantage of new opportunities and drive profits?

Find out May 11, 2010

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PricewaterhouseCoopers 23rd Annual Global Forest & Paper Industry Conference
Transformation through innovation

Then:
Consolidation


Now:
Collaboration

Next:
Integration

Have competitive pressures and the global economy
forged new business models in the forest and paper industry?

Find out May 11, 2010

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PRICEWATERHOUSECOOPERS 

PricewaterhouseCoopers 23rd Annual Global Forest & Paper Industry Conference

Transformation through innovation

May 11, 2010

Vancouver, Canada

The forest and paper sector is transforming.

The global economic crisis is seen by many as accelerating a change that was just beginning. A change needed for the industry to survive. Lasting change can only be possible if companies get back to the basics—the right products, markets, people, processes and technology—and earn acceptable returns.

Learn how the world's leading forest and paper companies are transforming to return to profitability and take advantage of new opportunities today and beyond. Find out about emerging trends, industry innovations, corporate responsibility, and shifts in the global marketplace. Join industry CEOs, senior executives, customers, suppliers, government policy makers and other stakeholders at the PricewaterhouseCoopers 23rd Annual Global Forest & Paper Industry Conference on May 11, 2010 in Vancouver, British Columbia, Canada.

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To register or for more information,
visit www.pwc.com/forestconf10

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Agenda

7:00 AM Registration and
Continental breakfast

8:00 AM Conference welcome and
Global economic overview

SPEAKER



Doug Porter
Deputy Chief Economist
& Managing Director,
BMO Capital Markets
Toronto

MODERATOR



Bruce McIntyre
Canadian Leader, Forest,
Paper & Packaging Practice,
PricewaterhouseCoopers LLP
Vancouver

8:40 AM Financial performance

PANELISTS



Frédéric Bouchard
Partner,
Corporate Finance,
PricewaterhouseCoopers LLP
Montréal



Chip Dillon
Managing Director,
North American Paper
& Packaging,
Credit Suisse Securities
New York



Michael Murphy
Executive Director,
Investment Banking,
JP Morgan Securities Inc.
Chicago

MODERATOR



Kevin Bromley
Partner,
Forest, Paper & Packaging Practice,
PricewaterhouseCoopers LLP
Vancouver

10:00 AM Coffee break

10:25 AM Theme panel: Transformation
through innovation

PANELISTS



Bjorn Stigson
President, World Business Council
for Sustainable Development
Geneva



Avrim Lazar
President and CEO, Forest Products
Association of Canada (FPAC)
Ottawa



Hugh Sutcliffe
Managing Partner,
Brookfield Asset Management
Vancouver



Brian Merwin
Vice President Strategic Initiatives,
Mercer International
Vancouver

MODERATOR



Scott McLean
Partner, Performance Improvement,
PricewaterhouseCoopers LLP
Vancouver

12:00 PM Networking reception

12:30 PM Lunch & Luncheon speaker



Honourable Pat Bell
Minister of Forests and Range,
British Columbia Ministry of Forests
Victoria

2:00 PM Market outlook

PANELISTS



Paul Dodge
Senior Vice President, Supply Chain,
ProBuild Holdings Inc.
Denver



Kurt Schaefer
Vice President, Fiber
RISI
Boston



Cam Matheson
Acting Executive Vice-President
of Customer Care & Conservation,
BC Hydro
Vancouver

MODERATOR



John Webster
Partner,
PricewaterhouseCoopers LLP
Vancouver

3:15 PM Coffee break

3:45 PM Executive perspectives

PANELISTS



Chaovalit Ekabut
President, SCG Paper
Bangkok



Dan Fulton
President and CEO,
Weyerhaeuser
Seattle



Hank Ketcham
Chairman, President and CEO,
West Fraser Timber
Vancouver

MODERATOR



Clive Suckling
Global Leader,
Forest, Paper & Packaging Practice,
PricewaterhouseCoopers LLP
London

5:00 PM Closing remarks

5:10 PM Delegate reception

7:00 PM Reception ends

**Transformation through Innovation
is a Carbon-Neutral Event**



PricewaterhouseCoopers is working with Pacific Carbon Trust to offset the amount of carbon dioxide that will be generated as a result of the 2010 PwC Global Forest and Paper Industry Conference.

Registration Fees

(5% GST applicable to all registrations)

CAN \$450 Early Bird Registration
on or before April 15, 2010

CAN \$550 Regular Registration
after April 15, 2010

For more information, including group discount and cancellation policies, and to register online, visit:

www.pwc.com/forestconf10

For more information

Contact PricewaterhouseCoopers:

+1 604 806 7090

pwcforestandpaper@ca.pwc.com

www.pwc.com/forestconf10

Host Hotel: Westin Bayshore

Please make your reservations online through the conference web site at www.pwc.com/forestconf10, or directly with the hotel and quote "PwC Global Forest and Paper Conference" to take advantage of preferred rates starting at CAN \$199 per night plus taxes. Preferred rates are offered until April 16, 2010, and are subject to availability.

Phone +1 (800) 937-8461 toll-free;
or +1 604 682 3377

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Then:
Liability

Now:
Opportunity

Next:
Ingenuity

How has the forest and paper industry transformed its environmental record?

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