

Trees, Industry and Trade, a Chilean Overview

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Executive Summary

Chile's forestry sector was launched in the nineteen sixties largely as an environmental measure to counter soil degradation but with an eye to industrializing in the future. By the middle of the nineteen seventies, Chile had begun to cultivate a mass of *radiata pine* forest large enough to support a series of sawmills and pulp mills that began to export their products to the world.

The development of the forestry industry continued into the nineteen eighties when it consolidated itself as one of the main pillars of Chile's export sector. The need to add value to raw material exports led to the industrialization of the sector during the nineteen nineties. Today the forestry sector includes plantations of eucalyptus as well as *radiata pine* and is focused on consolidating its excellence in marketing as taking on the twenty first century challenges of competitiveness, environmental development and its integration with society as a whole. The consolidation of the forestry industry contributes increasingly to the country's development in the form of sustainable development, investment, exports, jobs and the application of the best practices in their operations.

Beyond these day-to-day challenges, today we face other permanent and growing changes in the market.

Clients and consumers in all markets are making demands beyond those linked to product and services while companies must respond to an audience that is much broader than just their clients and consumers. The company has no choice but to respond to the requirements of communities, authorities, non-governmental organizations and the mass media with the same or greater energy as it does to those made by clients and consumers.

These new demands include not only quality and service but also transparency, a commitment to care for the environment, respect for labor regulations and corporate social responsibility.