

IMPLEMENTER OF FIRST WOOD AUCTION AND CERTIFICATION OF FORESTS IN SLOVAKIA

Wood sale by auction is realized all over the world, it is not only the form of sale, but perfect marketing tool. The head of marketing department and market investigation at the general management of Lesy SR, š.p. was on 10 June 2001 the main organizer of instructional wood auction, which was historically first one of that kind in Slovakia. This wood auction took place in Nitra town at the exhibition of 2nd year of LIGNUMEXPO. This man was in 2001 also the initiator of first pilot project of certification of forests according to the scheme FSC in branch unit Prešov of state forest enterprise Lesy SR in Banská Bystrica. Project was successfully finished on 17 December 2001 by obtaining the certificate FSC.

Yet before the year 1989, the general management has had to observe the global situation on foreign exchanges, wood auctions. The aim was mainly to have relevant price information for the purpose of negotiations with foreign customers. In 2001, marketing department decided to realize first wood auction in the Slovak Republic. It should have concerned the exemplar instructional wood auction.

Two ways of wood auction were used: “small“auction (organized at the level of branch unit with the use of fixed proposal price method) and “big“auction (organized from the level of general management or from the enterprise with the use of calling price method). Sale was not successful in big auction and has not repeated any more. On the other hand, in small auctions were sold all offered timber assortments and it has started up after this first instructional auction, for example in Smolenice, Piešťany, Krupina and nowadays around all Slovakia in state and as well in private forests. Reasons for the effort in establishment this form of wood sale, were following:

- 1.: it is absolutely transparent form of sale,
2. : in case these two forms of wood sale are being realized fully and in developed form, there is an assumption that state forests would have enough finance to cover their costs

Realization of wood auction and certification was constantly meeting with misunderstanding. In case of wood auction, the most of customers and the significant part of sellers was against and the idea of forest certification was not supported management of Lesy SR, š.p.

The main actor in case of wood auction was implementer and his colleagues from marketing department at general management of state forest enterprise Lesy SR in Banská Bystrica, and also then manager of one from branch enterprises, who had experience with many foreign auctions. In case of certification, the main actor was the all management team of Branch enterprise Prešov. Other actors were the company Scottish Woodlands Ltd. Research Park with the headquarter in Edinburgh and protectionist association from the Netherlands.

Auction was the part of propagation of Lesy SR, š.p. by the form of exhibition, which parts were activities supposed to be profitable (sale of venison and forest instruments, restaurant with various forest specialties, folk music). Total revenues from this action were the same as costs for its realization.