

In order to reduce the impacts of these barriers every effort should therefore be made to encourage a reduction in both tariff and NTBs. This should involve effort in international negotiations such as the current GATT multilateral negotiations, and in bilateral discussions with countries which hold potential as markets. Individual companies, industry organizations and Government also have an important role to play in establishing an environment which will encourage the reduction of barriers. Each group must monitor barriers and identify problems and ways of overcoming these problems.

The important point is to be aware of the barriers that do exist, and to take appropriate action to minimize them. This may include ensuring tariffs are included in costings, or that appropriate technical or test data are available to meet the requirements of standards.

The issue of tariff and non-tariff barriers must, however, be placed in perspective. Although barriers have an important effect on exports in certain situations, and can create major difficulties for individual firms from time to time, in most cases

they are not significant problems for forest products, certainly not in comparison to marketing and distribution problems. While making every effort to ensure trade barriers are reduced, it will continue to be far more important for exporters to have a complete understanding of existing and potential markets and their requirements, and to identify opportunities that exist. Marketing procedures and strategies, and product developments can then be used to equate New Zealand's skills and advantages with the markets' requirements.

REFERENCES

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INSTITUTE NEWS

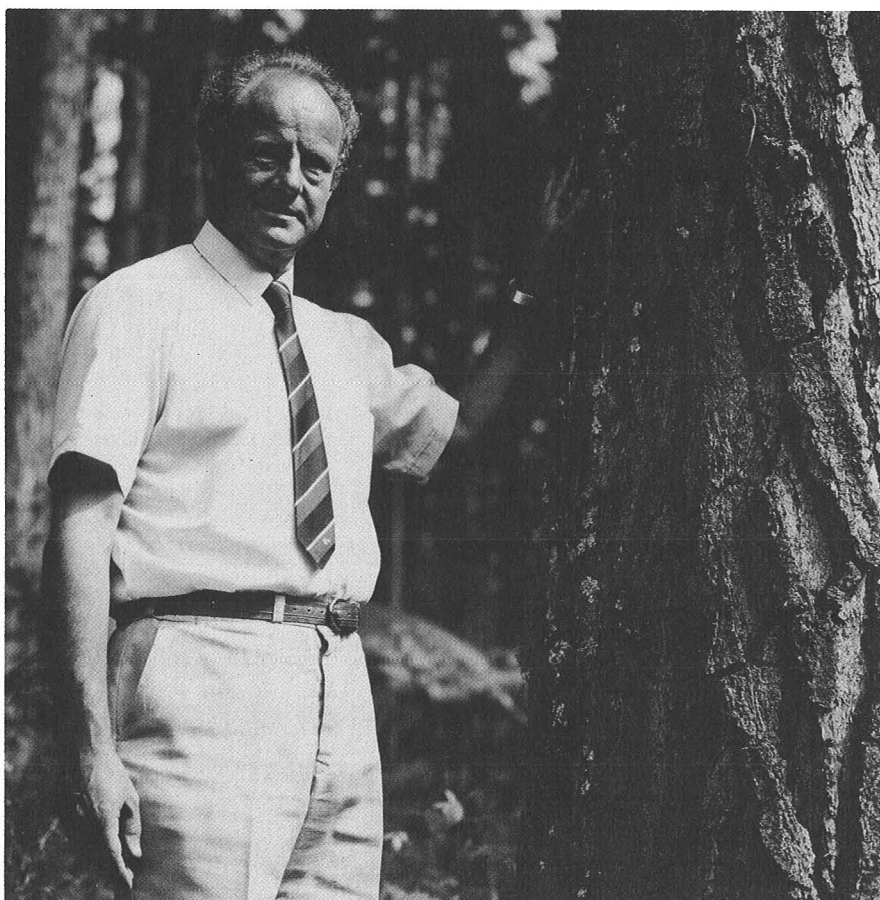
Institute's new President – Dr W. R. J. Sutton

Wink Sutton is 49 years old. He began his career in forestry 32 years ago when he joined the NZ Forest Service as a trainee. He gained a B.Sc. at Victoria University (1963) and then a B.A. (For.) at Oxford (1965). On his return to New Zealand he joined the newly formed Economics and Silviculture Group at the FRI in Rotorua. Apart from three years back at Oxford to do his doctorate (1972-1975) on the long-term export prospects for New Zealand's radiata pine he spent the next 20 years on silvicultural and economic research of radiata pine. Wink's greatest achievement was as leader of the Radiata Pine Task Force (1979-1982) which developed the stand simulation model SILMOD.

He left the FRI in 1985 to join Tasman Forestry Limited's Head Office in Rotorua as Strategic Development and Technology Executive, a position he still holds.

When asked for a few words on what we might expect during his presidency, Wink replied:

"The new Council has yet to meet and formulate its policy and direction. For my part I see that there is an urgent need to challenge much of the negative comment about forestry's contribution and its future potential. I will do what I can to increase awareness to forestry's critics and the public of what forestry has achieved in saving the remaining indigenous forests, in improving soil-stability, providing forest products for the country



Dr W. R. J. Sutton, the Institute's new President.

and the enormous potential forestry has as a future industry and export earner.

"Advocacy of forestry in its widest sense will be a major feature of the Institute over the next two years."