



David Cartwright

Forestry Engineer, University of Chile, 1968
M.F., University of British Columbia, 1970

Professional Background

Mr. Cartwright's professional background blends a formal academic training and a continuing education program with a practical career that spans a 35-year period of program management, marketing, resource development and investment experience. He has directed major marketing programs for the government, has undertaken numerous international consultancies for specialized firms, worked with equipment manufacturers to develop international markets for their products, and has provided consulting services to international organizations that include the World Bank, FAO, and the International Model Forest Network. He has achieved world-wide recognition in a variety of activities and has been invited to participate in numerous international conferences. He was the keynote speaker in Argentina on a recent Latin American Trade Mission led by the Canadian Prime Minister. During most of his life he has practiced as a consultant providing services to a wide range of agencies, industry trade organizations, investors and private sector companies. Fluent in English and Spanish, he has worked in over fifty countries, including China, India, Japan and other East Asian nations which he has visited frequently in pursuit of marketing, investment and technology transfer projects. To China alone he has traveled more than twenty times in the last twenty five years.

Areas of Specialization

- Market Development & Trade
- Economic & Market Studies
- Project evaluation
- Investment

Selected Experience

Market Development & Trade

- ◆ As Director, International Trade, British Columbia Ministry of Economic Development, Mr. Cartwright

built, in the early 1980's, a team of marketing specialists that provided a wide range of services to British Columbian companies interested in establishing export markets for their products, equipment, technology and services. The eight member team led trade missions to numerous countries around the world, participated in trade shows and organized incoming missions of qualified buyers. Numerous research projects were initiated and successfully completed during this period.

- ◆ As Director, New Market Development, Council of Forest Industries, he was responsible over a seven-year period for researching new market opportunities for solid wood products in key markets that included the United States, China, South Korea, Mexico and India. He organized comprehensive market development programs in each of these target markets. Mr. Cartwright organized the construction of Canada's first two housing demonstration projects in Shanghai and Beijing, People's Republic of China in the 1980's.

- ◆ In a private capacity, he has been responsible for the development of key export markets for equipment manufacturers and primary resource producers. He was responsible for the sale of Canadian manufactured kilns for drying lumber to a large Chilean forest company. He secured orders for British Columbian manufactured packaging and case sealing equipment in Mexico. He was instrumental in developing the export market of western red cedar in China for a large primary manufacturer located in British Columbia.

Economic & Market Studies

- ◆ Retained by the World Bank, prepared the forestry and agro forestry component of a US\$75 million poverty alleviation program in Chile.

- ◆ Retained by the Canada Japan Trade Council to undertake a detailed analysis of the Canadian wood and building products exports to Japan.

- ◆ On behalf of the Canada Mortgage and Housing Corporation, completed a comprehensive analysis of



the Chilean market for timber frame single and multifamily housing

- ◆ Completed the evaluation of key markets for Canadian treated wood products. The markets reviewed included China, South Korea, Taiwan, India, Philippines and Mexico. Upon completion of the first analysis visits were made to India, Taiwan and China to collect detailed information about each of these markets. Two final reports were prepared for the client, Forintek Canada Corp.

- ◆ Under contract to the Ottawa based International Model Forest Network Secretariat to assist the Director of the Chiloé Model Forest, Island of Chiloé, Chile, to identify markets for key processed wood products. As a result of the recommendations made in the report was retained in 2000 to undertake a detailed and comprehensive report defining potential future business development opportunities for this organization.

- ◆ In 2003 undertook a comprehensive analysis of the US market for a Chilean native hardwood. Travelled extensively in the US and interviewed forty importers, wholesalers and retailers. Travelled to Chile and formally presented the results to members of the Instituto Forestal, the client, in Valdivia and Santiago.

- ◆ In 2003 and 2004 Mr. Cartwright undertook, on behalf of the Council of Forest Industries, a series of market studies detailing the opportunities for residential wood frame construction in China. He evaluated the principal markets and completed the most comprehensive cost comparisons undertaken to date of traditional construction techniques and materials compared to the typical North American wood frame system of house construction. He also completed a detailed cost comparison of different roof construction systems and materials, namely concrete, steel and wood frame.

Project Evaluation

- ◆ In the late 1970's organized and managed a team of eleven specialists responsible for undertaking a comprehensive pre-feasibility study to assess the viability of the development of a multi million forest Industry complex in the "Los Chimanes Forest Reserve", Eastern Bolivia.

- ◆ Evaluated the economic viability of the largest plantation of teak (*Tectona grandis*) in Central America. Undertook an inventory of the plantation, placed a net value on the stands and summarized the viability of the industrial processing plant that was under construction. Managed the project for the principal shareholder until its takeover by a Dutch group of investors.

- ◆ Identified a viable investment in Argentina that entailed the purchase of a wood processing plant and over eight thousand acres of southern yellow pine plantations. Subsequently completed, on behalf of the public company that had invested in this project, a very profitable recreational subdivision of the key forested areas bordering five kilometres of river frontage.

Investment

- ◆ In 1973 Mr. Cartwright completed the British Columbia Real Estate Licensing Course. He then analyzed the potential offered by the Vancouver real estate market and began to invest in run down properties on Fairview Slopes. He completed extensive renovations on one property and secured Heritage Home designation. The rest of the properties were eventually sold to developers.

- ◆ In 1986 he began investing in rental properties on Vancouver Island. He financed the establishment of a real estate management company in Courtenay, British Columbia, and contracted with this firm to manage the growing portfolio.

Employment History

GRYPHON RESOURCES, Richmond, BC, Canada, 1999 – Present. Director Management & Marketing

INDEPENDENT CONSULTANT based in Vancouver, B.C., Canada, 1993 – 1998

COUNCIL OF FOREST INDUSTRIES, Vancouver, B.C., Canada, 1987 – 1993. Director, New Market Development. Responsible for researching new market opportunities for solid wood products produced in Western Canada.

WESTERN PACKAGING MACHINERY LTD., Richmond, B.C., Canada, 1985 – 1986. Marketing Director.



MINISTRY OF ECONOMIC DEVELOPMENT,
Province of British Columbia, Vancouver, B.C.,
Canada, 1982 – 1984. Director International Trade.

MINISTRY OF ECONOMIC DEVELOPMENT,
Province of British Columbia, Vancouver, B.C.,
Canada, 1981. Latin American Trade Consultant.

F.F. SLANEY & Co. Ltd., Vancouver, B.C., Canada,
1973 – 1980 . Resource Economist.

MINISTRY OF ECONOMIC DEVELOPMENT,
Province of British Columbia, Vancouver, B.C.,
Canada, 1970 – 1973.

Languages

Fluent in English and Spanish; working knowledge of
French and Portuguese

Technical Publications

Cartwright, D. 2004. *Opportunities for the Use of
Solid Wood Products in Traditional Structures and
Applications*. People's Republic of China.

Cartwright, D. 2004. *Opportunities for Wood Roof
Systems*. People's Republic of China.

Cartwright, D. & Casasempere A. 2003: "Estudio de
Oferta Nacional", 22 pp, "Estudio de Demanda
Externa", 72 pp, y "Plan Estratégico", 12 pp en
*Estudio de Mercado para Madera de Canelo en
EE.UU.* - Una investigación tecnológica enmarcada
dentro del proyecto "Desarrollo de Aplicaciones
Industriales No Pulpables de Renovales de Canelo",
FDI - INFOR, Chile, 2002, Gryphon Resources,
Canadá

Cartwright, D., Gaston, Ni and Dai, 2003. *Wood-
frame Housing Quality Assurance Program*. People's
Republic of China.

Cartwright, D., Gaston, Ni and Dai, 2002. *Market
Opportunities for Wood-frame Construction; Growth
projections and Comparative Cost Analysis*.
People's Republic of China.

Cartwright, D. 2002: *Responsible Wood Utilization.
Definition, Organizations and Corporations
Promoting the Concept and Recommendations for
its Further Advancement*. Prepared for the C. P.
Loewen Family Foundation Inc.

*Forest Products Annual Market Review, 2001 –
2002*. United Nations, FAO Timber Bulletin. Chapter
5, Chile's forest products markets – a plantation
success story. Written by D. Cartwright and Dr.
Gaston.

Forest Policy, International Case Studies, 1998.
Edited by Bill Wilson, Cornelis van Kooten, Han
Vertinsky and Louise Arthur. CABI Publishing,
United Kingdom. Chapter 9: Chile, was written by D.
Cartwright.

Cartwright, D. 1996: *Global Timber Supply and
Demand. Implications for the Marketing of Solid
Wood Products in the Pacific Rim Region*. 87th.
Pacific Logging Congress, Hawaii, USA.

Cartwright, D. 1995: *Canadian Wood & Building
Products Exports to Japan*. Published by the
Canada Japan Business Council.

Cartwright, D. 1994: *Consideraciones sobre la
Inversion en el Sector Forestal – Comparacion de
Dos Modelos*. Forest Congress, Buenos Aires,
Argentina.

Cartwright, D. 1994: *An Examination of the Markets
for Sliced Softwood Veneer*

Cartwright, D. 1993: *British Columbia Forest
Products Industry: Production, Markets, Competition
and Competitiveness*

Cartwright, D. 1980: *Establishing an Export Market*.
Second printing in 1983. British Columbia Ministry of
Economic Development.

Cartwright, D. 1968: *Uso del Fuego y Control de
Incendios Forestales*, Escuela de Ingeniería
Forestal, Tesis de Grado, Facultad de Agronomía,
Universidad de Chile.

Cartwright, D., et al, 1966: *La Reforma Agraria en
Egipto - Lecciones para Chile*. ICIRA/IICA/Gobierno
de Chile