



Macro trends for the softwood industry

The International Softwood Conference

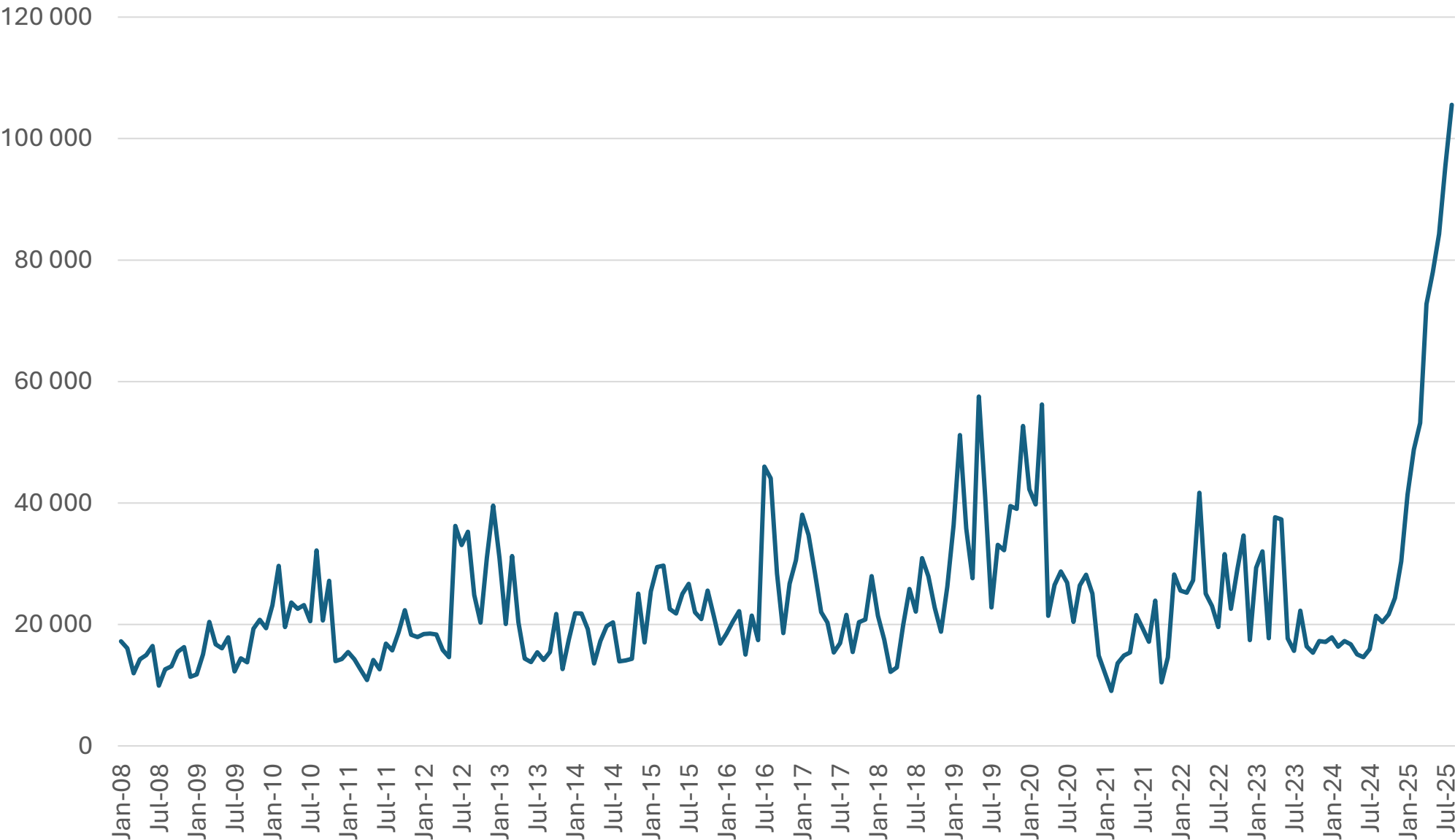
Oslo 2025

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Forestry – Industry - Economy

Questions? Never hesitate to contact me!

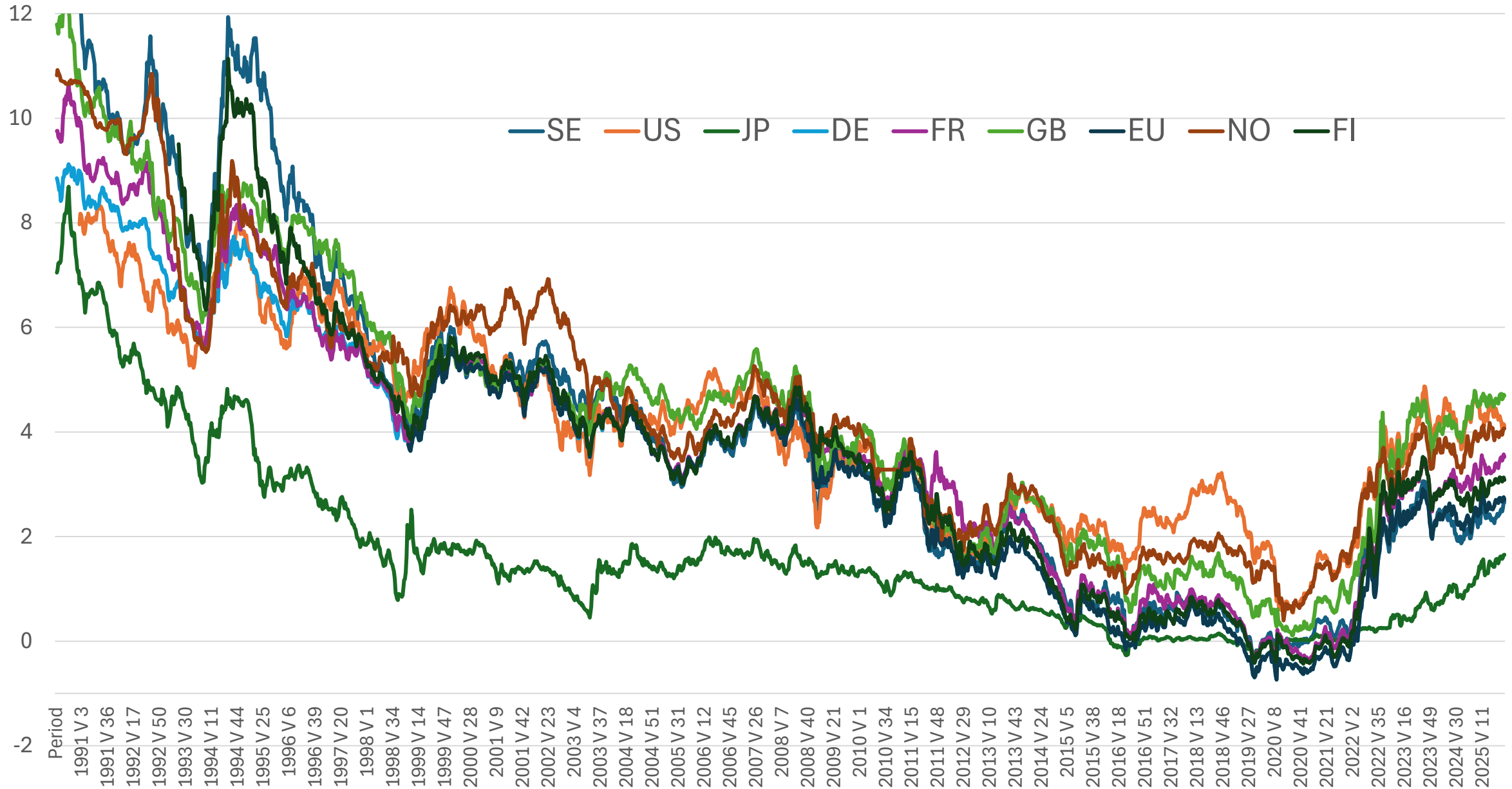
johan.olof.freij@gmail.com

World Uncertainty Index Global 2008 – 2025 aug

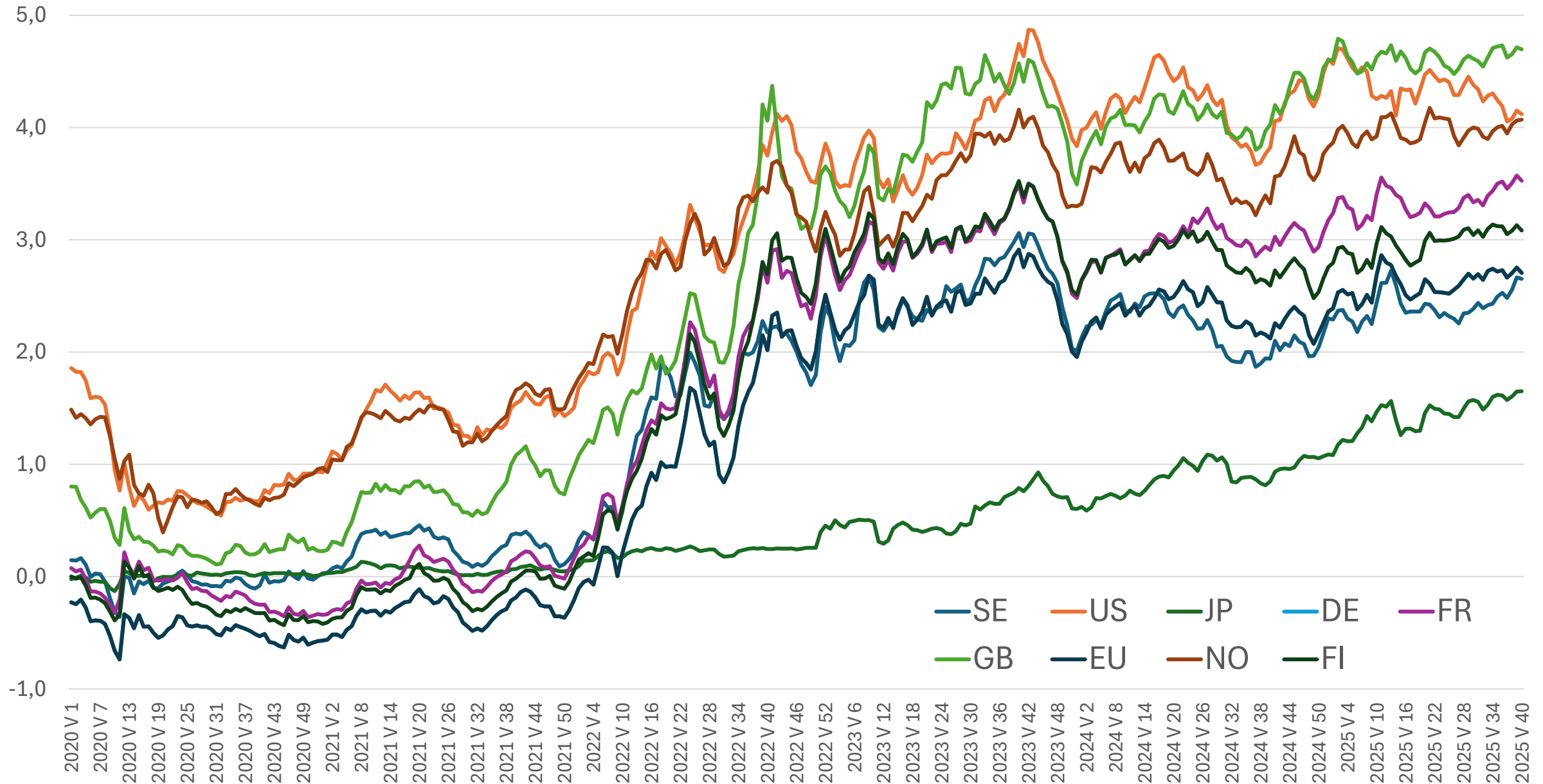


Source: World Uncertainty Index Global

Long interest rates.10-year Treasury bonds 1991- 2025 week 42



Long interest rates.10-year Treasury bonds 2020 – 2025 week 42



Global trends are driving inflation

Climate change



Trade restrictions



Climate adaptation



Increased government debt

Demography



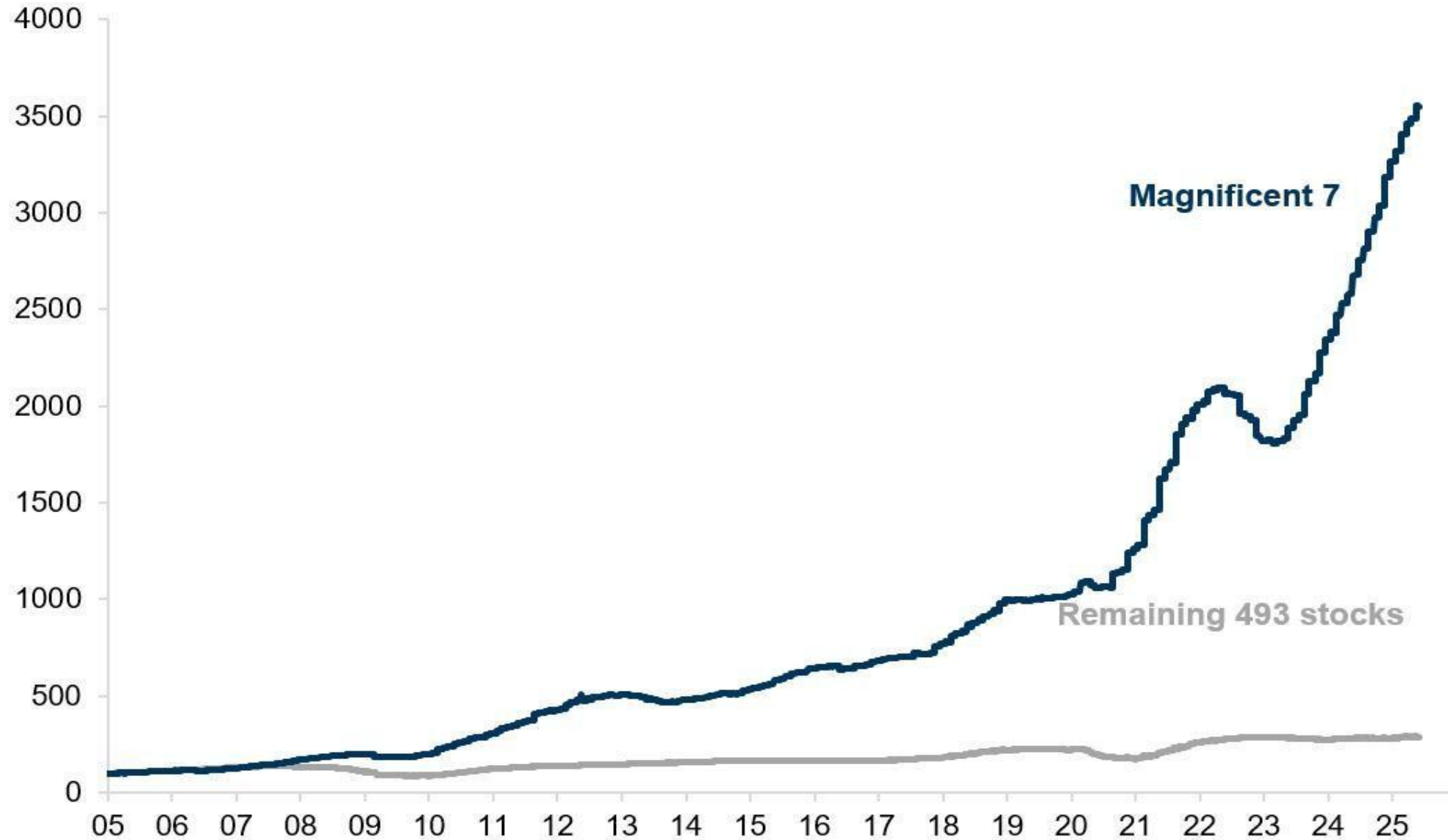
No cheap prod



ence spending



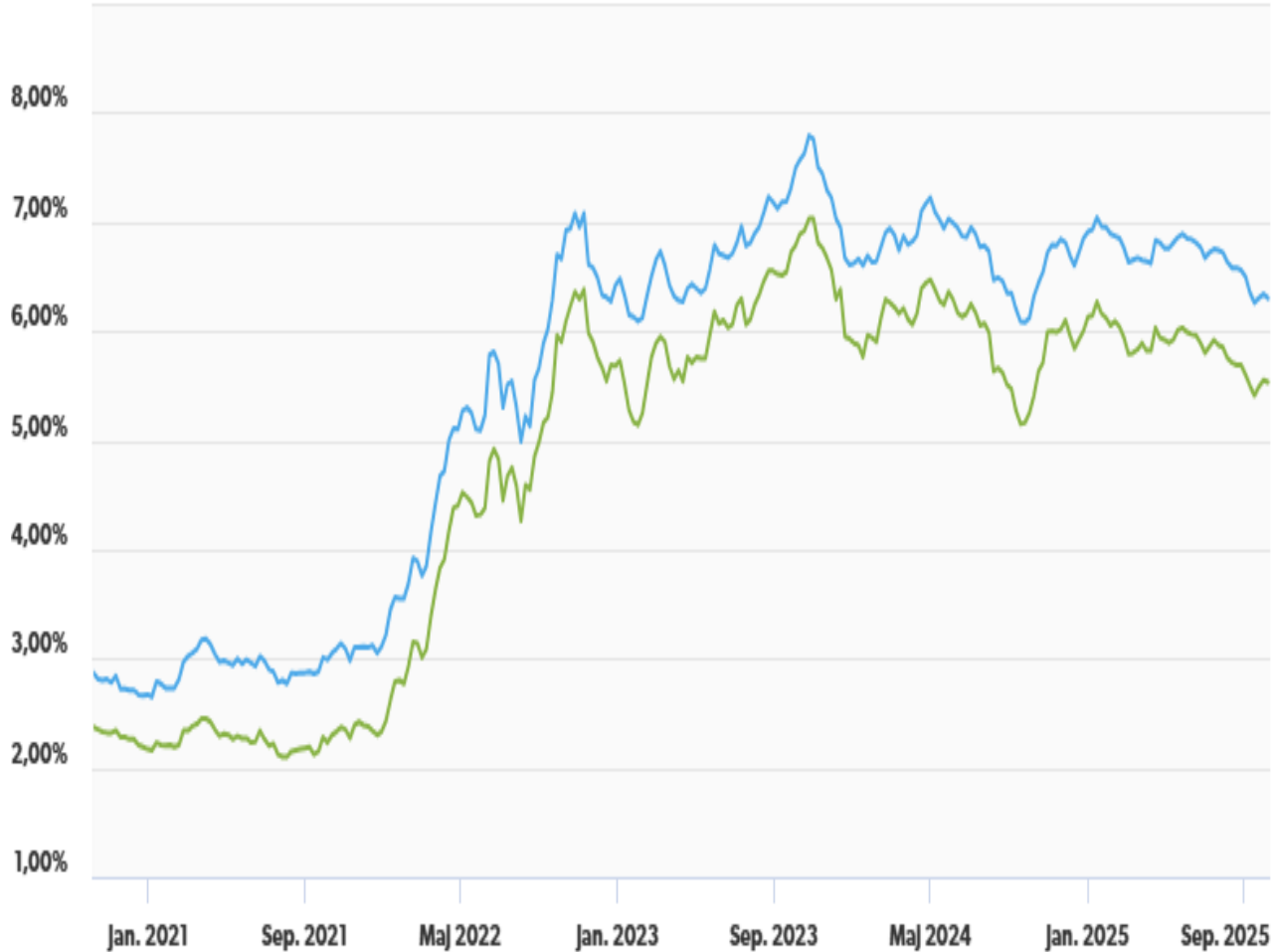
S&P 500 stock market index without Mag 7 and the Mag 7 alone



Source: Goldman Sachs, study, Johan Freij

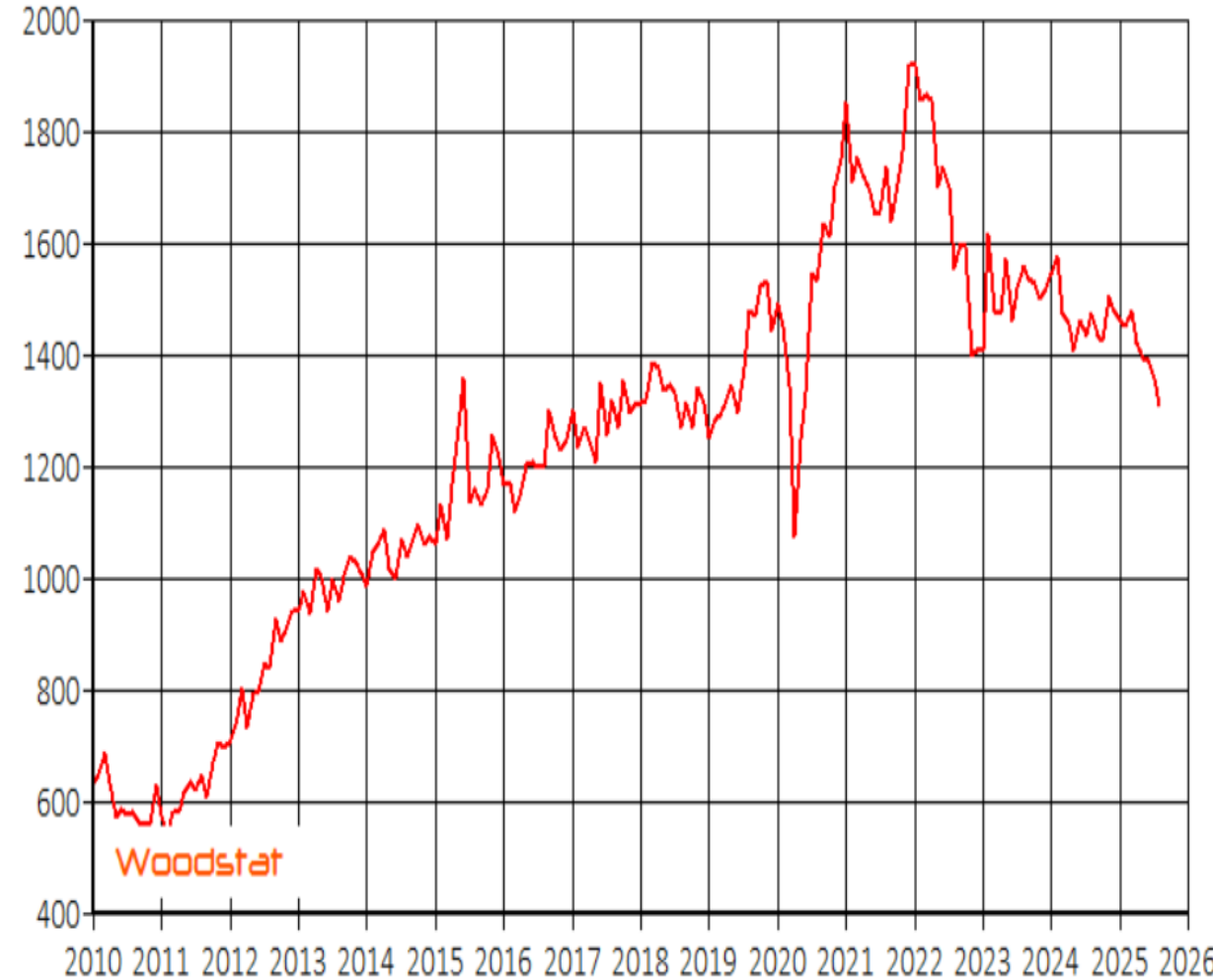
USA – Tough conditions for the building sector

Mortgage interest rates 30&15 years



Suorce: Freddie Mac, Woodstat

US building permits annual rate (1.000 units) last obs Aug



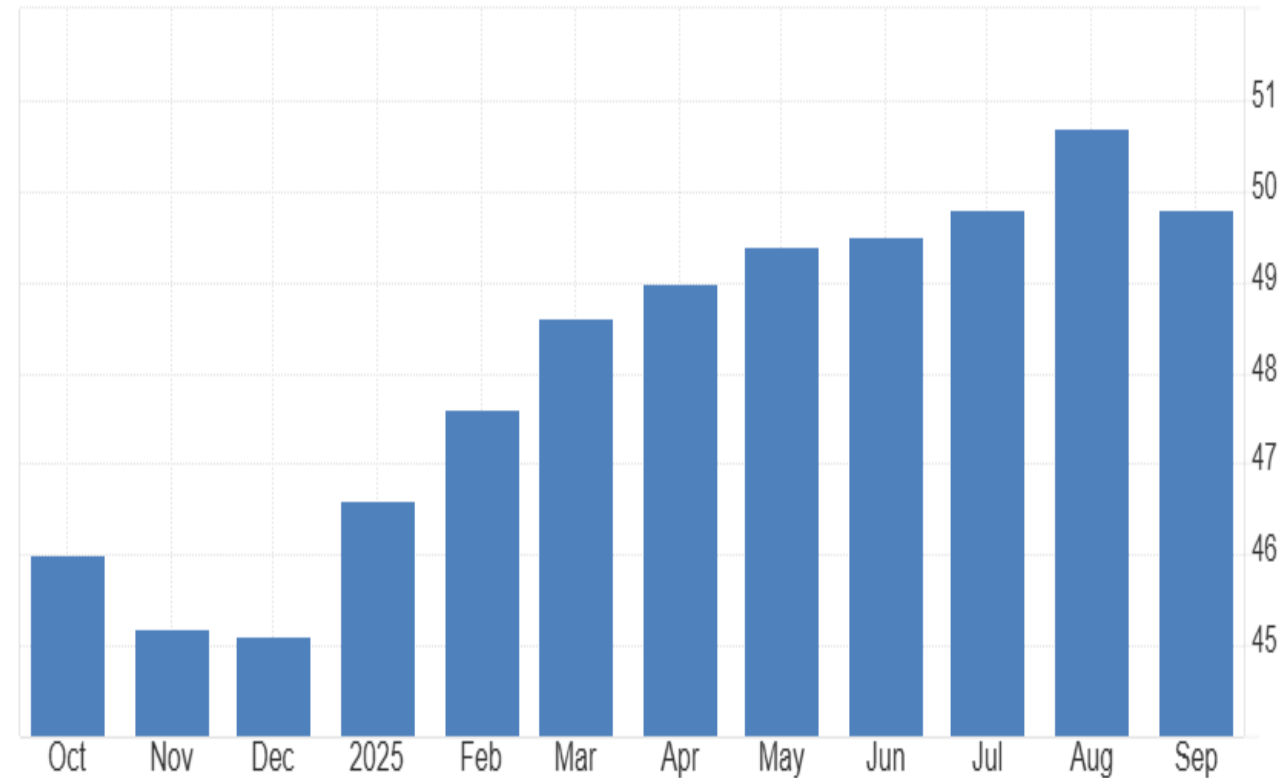
Things are looking better in Europe!

Germany's €500bln special fund for infrastructure and climate neutrality

EIB Group increases 2025 financing ceiling to record €100 billion to step up investments in security and defence, energy grids and Europe's tech leadership

Defence expenditures and NATO's 5% commitment 3,5+1,5%

Euro Area PMI monthly
Manufacturing (Aug 2025 best in 3 years)

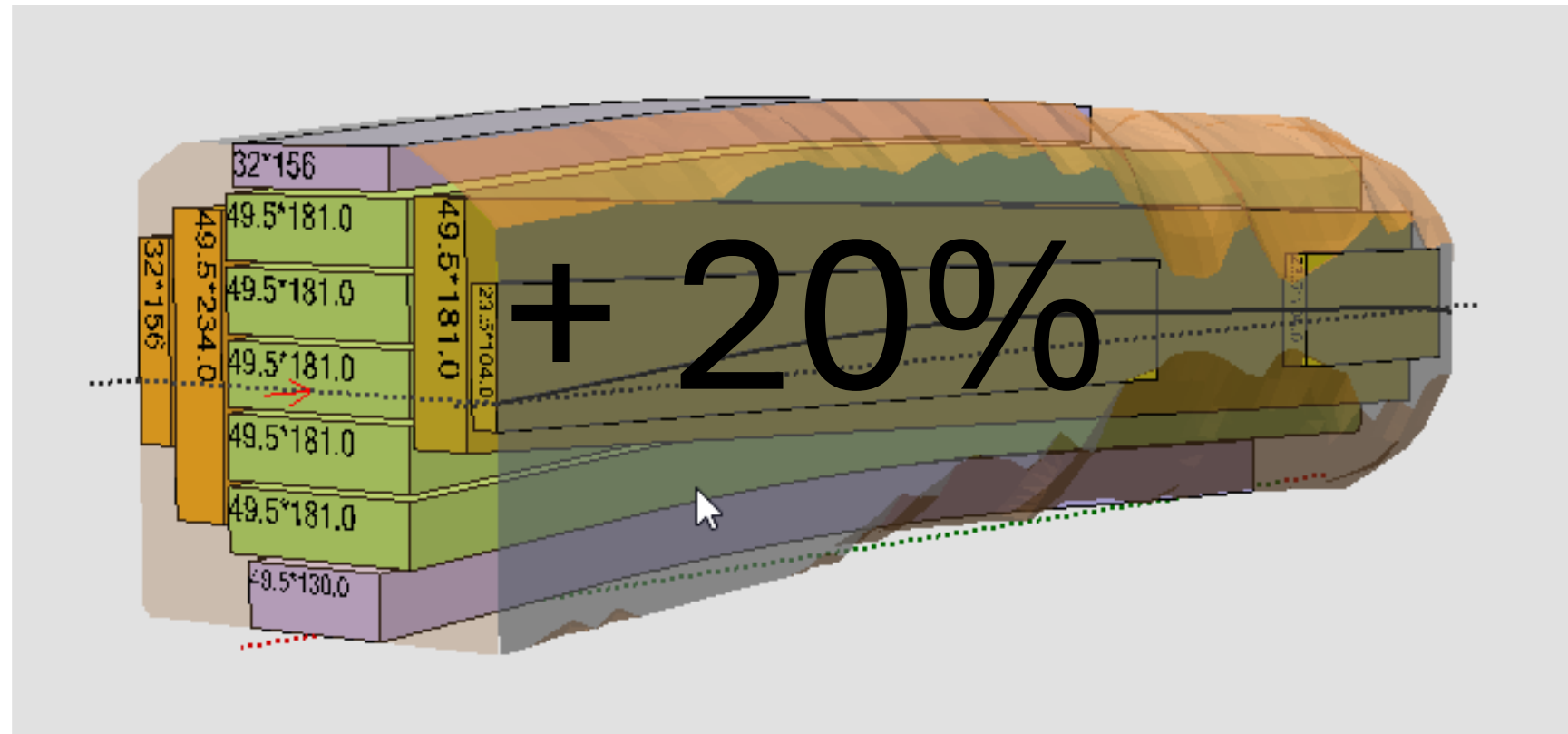
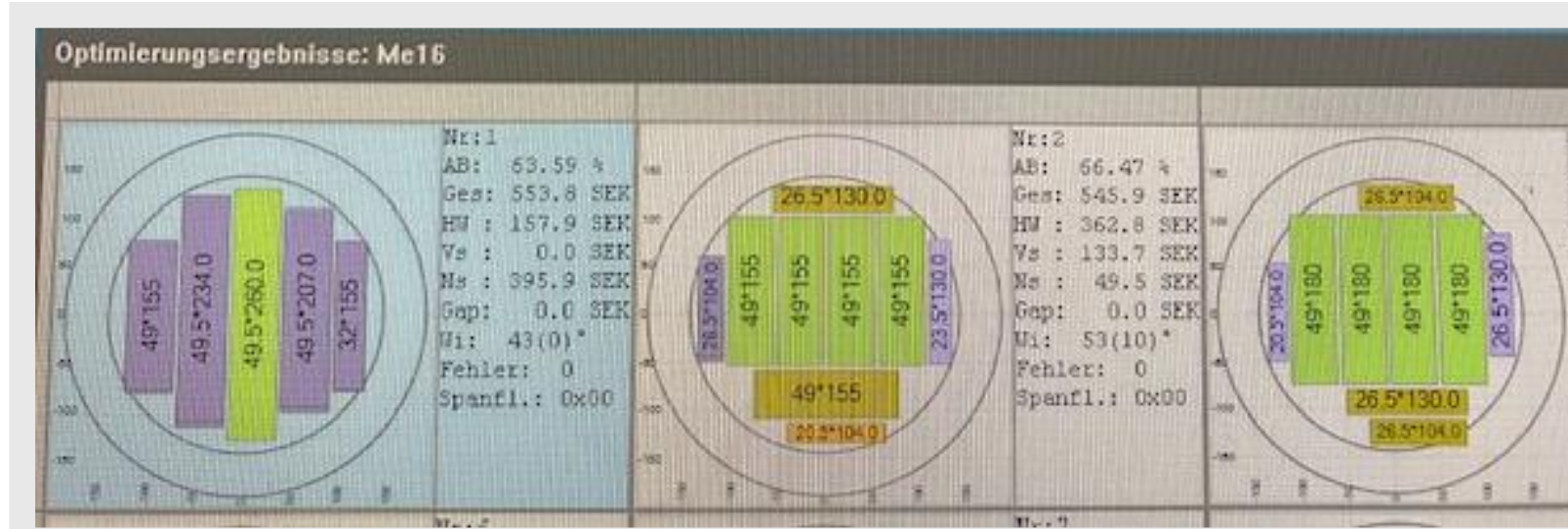


Slimmer and faster vs Fatter and slower

The Derome example

- Curv sawing
- Several dimensions and qualities from the same log
- Value optimizing
- Fingerjoining

• Source: Derome



How could forest become a problem in the climate debate??



Sustainable use



Preserve



Resistant use



Perpetual



Conserve



Protect

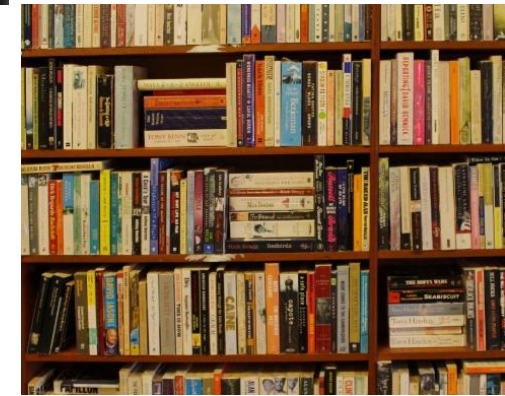


Three climate benefits of forest CO2 (figures Sweden)

- Replacement- or substitution
Replacement effect
ca 50 million ton CO2e

Replacement effect!!!!

- Reduces the CO2 emissions!!!!
- Repetateable upon recycling
- Wood efficiency gives leverage to the effect
- Eternal!!



ISO 13391

NEW STANDARD

Calculating the total climate benefit from the forest and the forest products

Time to hold our
heads high and
regain the pride!

Cocky

Arrogant

Anxious

Timid

Defensive

+
○ ●



Proud

Receptive

Humble

Regain the initiative!

The Rumble in the Jungle!

[Länk till filmsnutt](#)

