As a Market Research Intern, Damien Singh conducted research of international forest product markets for the forest management and investment company, Granflor Agroflorestal (Granflor), in Porto Alegre, Brazil. He worked directly with the manager of the technical division to develop and manage his internship project, the goal of which was to identify countries where there are greater opportunities for Brazilian producers to export sawn wood and veneer. The project was divided into three specific areas: analyze current trade of sawn wood and veneer products, develop a regression model to forecast future demand in individual countries and analyze current global and country level political and economic circumstances to identify potential risks. The final output of this project were two reports, an extended version with in-depth analysis and a condensed 2-page version (included here), as well as a presentation to the company’s management team.

The second component of Mr. Singh’s research in Brazil was to observe Granflor’s forest operations in Rosario do Sul and Mato Grosso do Sul. During these trips, Mr. Singh traveled with the company’s technical and operational teams and was able to observe harvesting and processing operations as well as speak with field professionals. These trips were useful for several reasons, including understanding the requirements and risks of producing high value timber products, gaining a sense of the infrastructure and processing capacity in certain regions of Brazil and understanding production capacity and trends of Brazilian timber producers. This has a particular importance to Mr. Singh’s research, the goal of which is to identify potential locations in North and South America where an investor is likely to build a wood pellet mill to service energy demands in Europe. Gaining hands-on experience working with forestry production in Brazil provides a solid understanding of the challenges and opportunities that may face international investors.

In addition to the intangible benefits provided to Mr. Singh, this internship should help support the College of Natural Resources’ (CNR) efforts to promote their students’ academic and professional goals in the international arena. It helped to establish a productive working relationship between the company, its employees and our program and Granflor has expressed interest in hosting more interns to work on projects related to market analysis and forest operations and management. In addition, several employees have expressed interest in visiting and/or studying with CNR.

I would like formally express my immense gratitude to the Bruce and Barbara Zobel Endowment
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The Team at Granflor Agroflorestal