

**The Brazilian forest sector: challenges and strategies for its development.** Hoeflich, V.A. (*Embrapa Forest, Federal University of Paraná, Brazil; hoeflich@cnpf.embrapa.br; hoeflich@ufpr.br*), Sales Medrado, M.J. (*Embrapa Forest, Brazil; medrado@cnpf.embrapa.br*), Alves, M.V.G. (*Federal University of Paraná, Brazil; marcos@floresta.ufpr.br*), Soares Koehler, H. (*Federal University of Paraná, Brazil; koehler@ufpr.br*).

The paper points highlights some important issues related to the Brazilian primary forest products industry. As the most important market in Latin America, it has been participating in diverse product areas, including solid wood products, lumber, paper, pulp and furniture. The paper also documents the importance of the Brazilian forestry sector and its related linkages in economic, social and environmental terms. The paper draws attention to several challenges related to development of the Brazilian forest sector, including: 1) the present economic, technological, social and environmental concerns; 2) the challenges to be faced and issues raised in order to promote growth; and 3) the strategies to enhance development of the sector.