



WWF's Focus on Markets & China

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population x consumption ≠ planet





Global Trends

Population—3 billion more

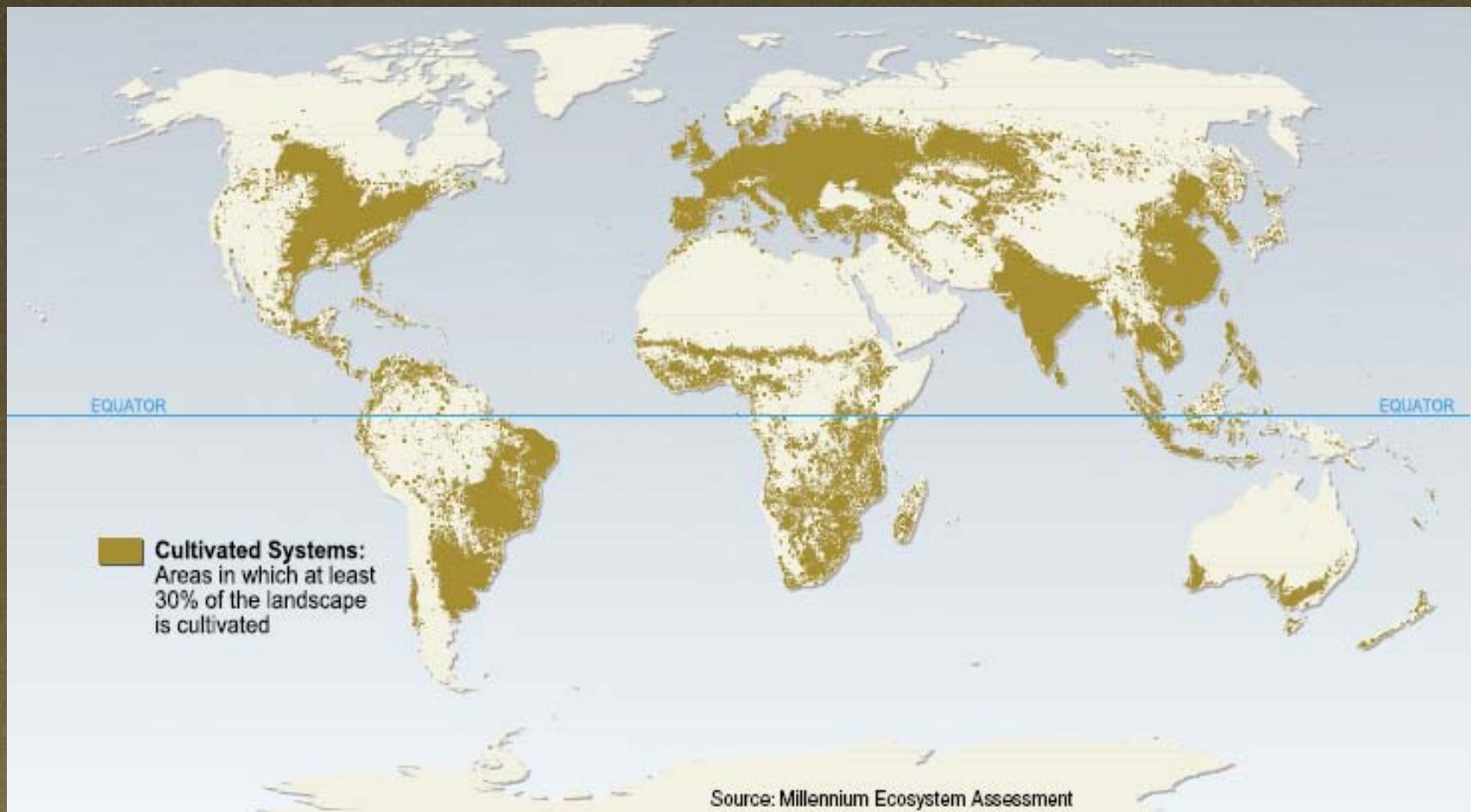
Consumption will double by 2050

Longer supply chains fewer players—more direct contact

In future, developing countries will dominate trade

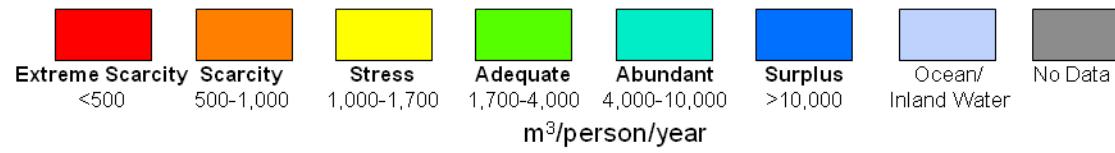
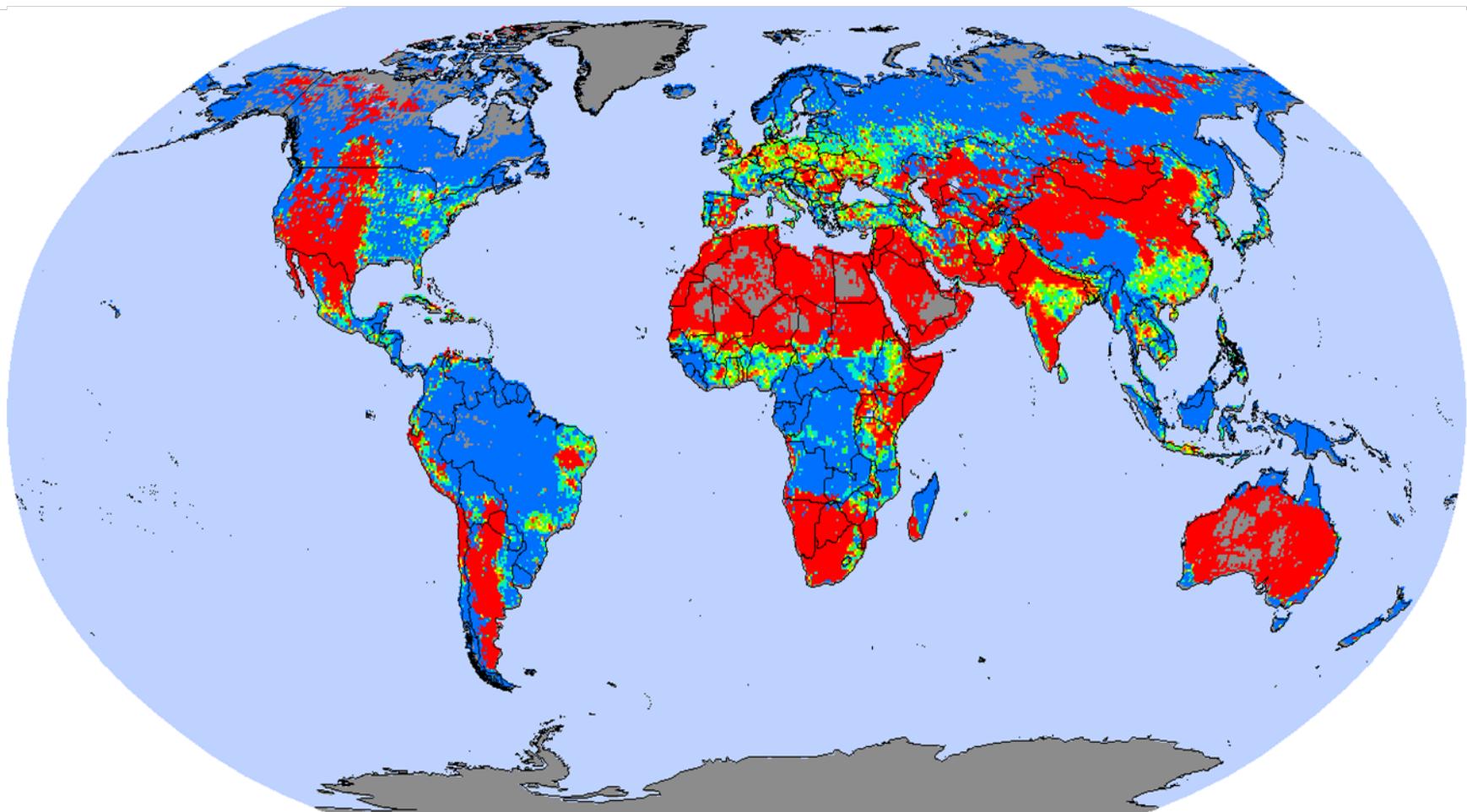
Focus on carbon and water footprints

Agriculture's Global Footprint



33% of Earth's surface in crops or grazing but 55% of habitable area

Global Water Scarcity



Why Market Transformation?



Amazon – soy, cotton,
livestock, timber



Coral Triangle – tuna, live
reef fish, aquaculture



Indus Delta – rice,
cotton, sugarcane



Borneo – palm oil,
timber



East/Southern Africa –
biofuels, tuna



Arctic – cod and
pollack, carbon

Priority Commodities

Forest Products

Timber

Pulp and Paper

Agriculture & Bioenergy

Palm Oil

Soy

Sugarcane

Cotton

Beef

Dairy*

Bioenergy

Marine Seafood

Whitefish

Tuna

Forage fish*

Shrimp*

Aquaculture Seafood

Salmon

Shrimp

Insatiable Appetite for Resources

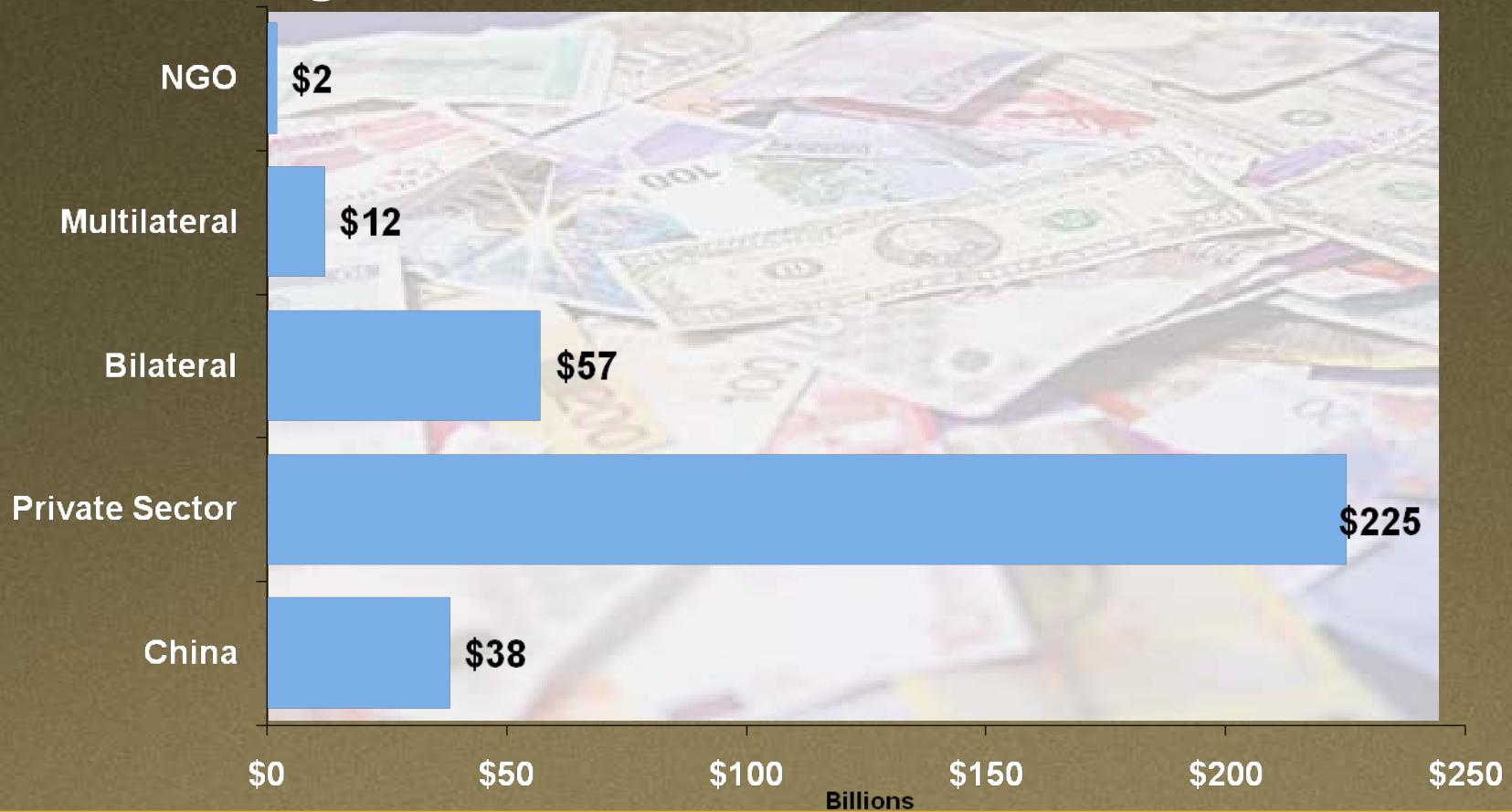
China's consumption of some major commodities

Rice	127 million tons	30% of world's total output in 2008 ¹
Cotton	10.3 million tons	40% of the world's total in 2009 ²
Palm Oil	6.4 million tons	Imported 6.4 million tons of <u>palm oil</u> , in 2009 ³
Soy beans	54.55 million tons	78% were imported in 2009, representing 40% of global soybean output ⁴
Rubber	5.99 million tons	More than a quarter of the world's total in 2008 ⁵

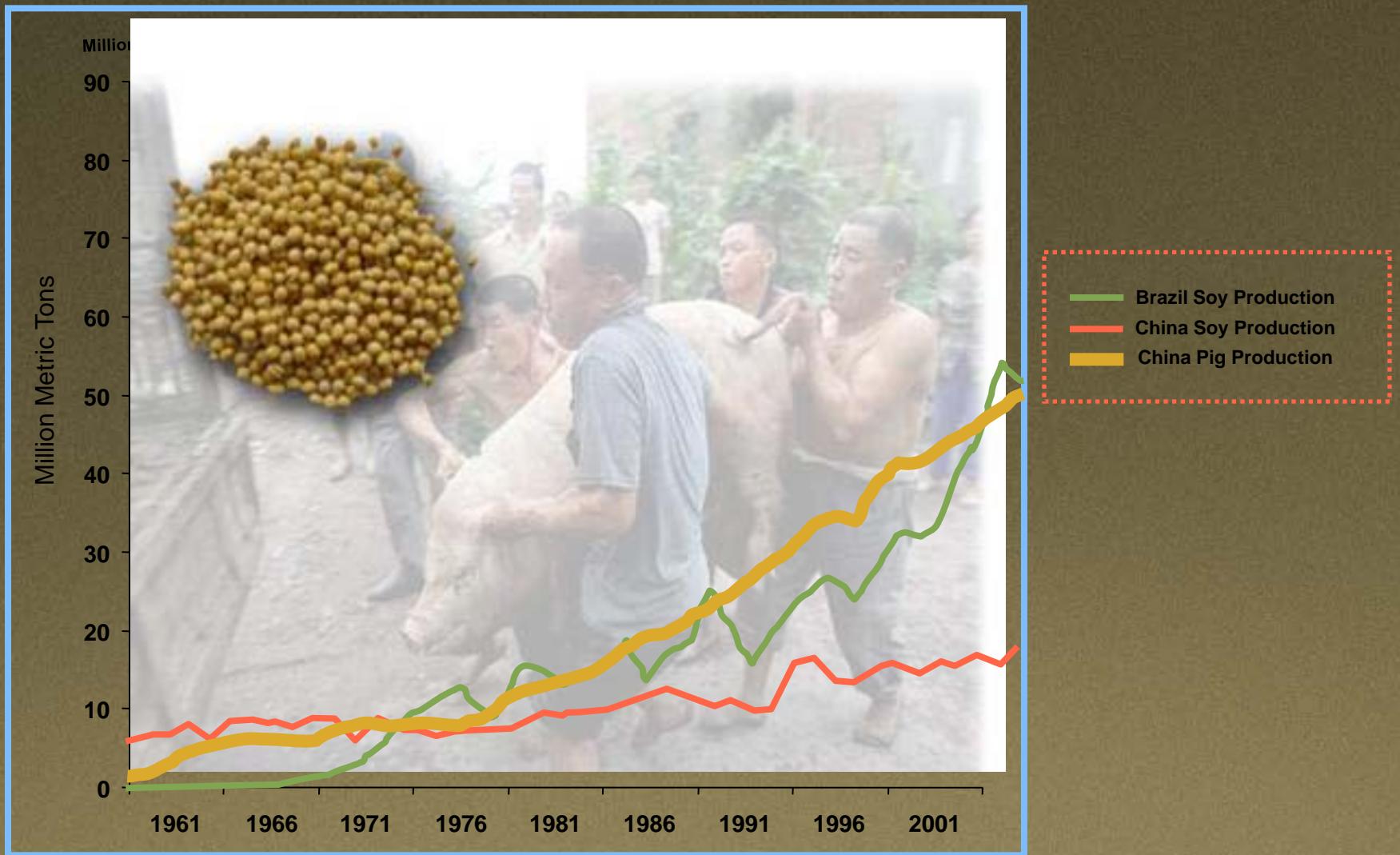
- Source:
1. Food and Agriculture Organizations
 2. Cotton Incorporated
 3. US Department of Agriculture
 4. ResearchInChina
 5. International Rubber Study Group

Follow the Money

Average Annual Global Investments in LDCs



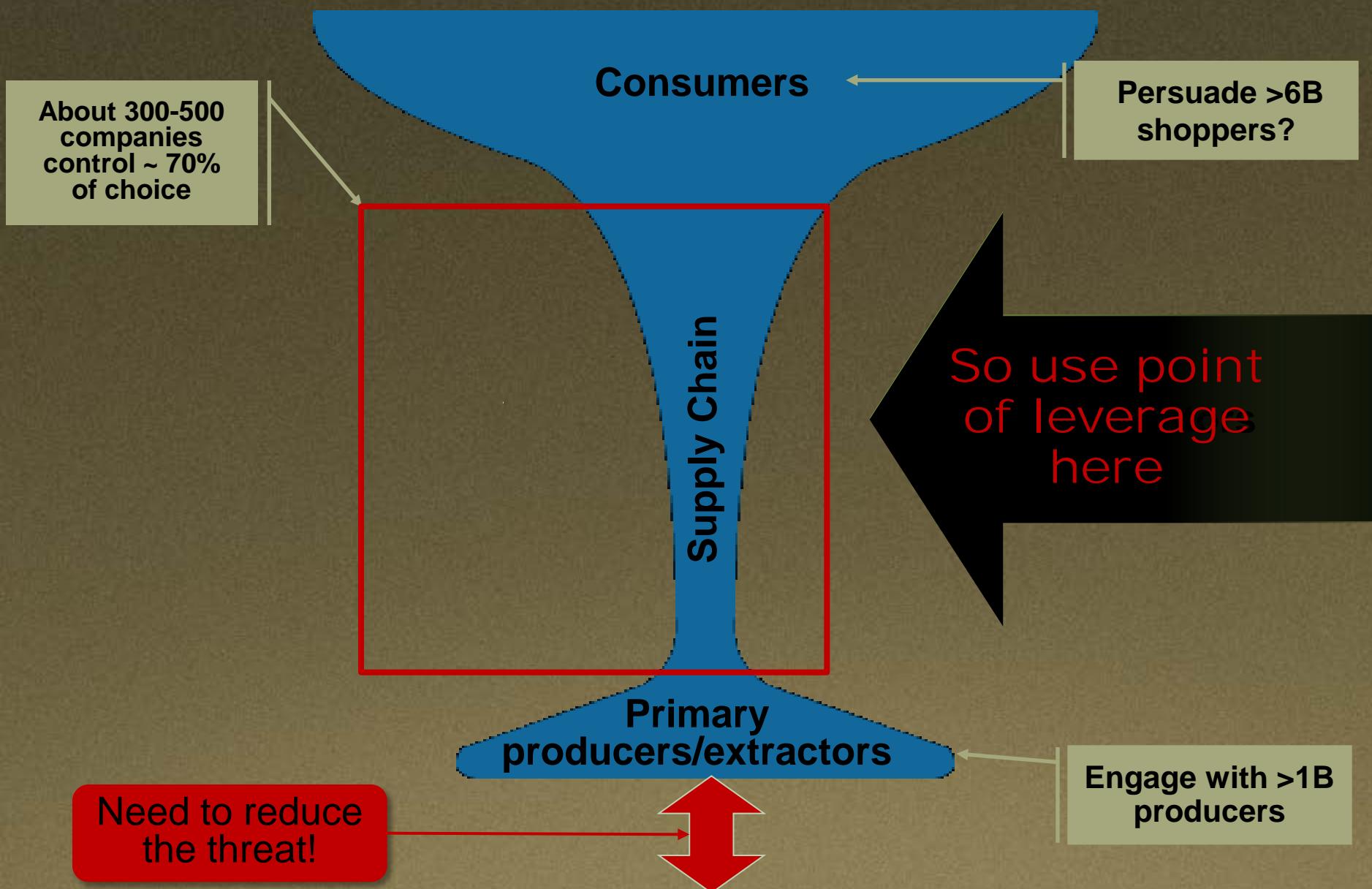
Brazilian Soy & Pigs in China



China Imports Soy, Cotton and Sugar from Brazil, but...



...is buying water, soil, efficiency, and reduced pollution



Places Commodities and Companies



	Biofuels	Cotton	Livestock	Palm Oil	Soy	Sugarcane	Cocoa	Whitefish
Amazon	✓	✓	✓	✓	✓			
Coral Triangle	✓		✓	✓	✓	✓		
Borneo	✓		✓			✓		
East Africa	✓	✓			✓			
Arctic								✓



China's African Policy

General Principles and Objectives

- Strategic partnership
- Sincere friendship and equality
- Mutual benefit and shared prosperity
- Mutual support and close coordination
- Learning from each other and developing together

China's African Policy

China-Africa cooperation characterized by

- ◆ **All-around cooperation**
Political; economic; education, science, culture; security
- ◆ **Historical comparability and friendship**
Similar experience on national development
- ◆ **Beyond resources**
Political and diplomatic support and backing is also sought after
- ◆ **No strings attached**
China's aid to and investment in Africa are not conditional
- ◆ **High trade volume**
Over \$ 100 billion in 2008

China's African Policy

China's new commitments to Africa (2010~2012)

areas	actions
Climate change and energy	China-Africa partnership in addressing climate change
Capacity building	Enhance cooperation in science and technology (100 joint demo projects and 100 postdoctoral fellows to China)
	Enhance cooperation in agriculture (demonstrations and training)
	Enhance cooperation in human resources development and education (build friendship schools and provide training)
	Expand people-to-people and cultural exchanges
Trade and aid	Further open China's market to African products
	More concession loans and debt forgiveness
Public wellbeing	Deepen cooperation in medical care and health (equipment donation and epidemic prevention)

China for a Global Shift

- Policy reforming and transformation

Major Strategies and activities

- **Build political support to address China's global footprint**
Engage the National Development and Reform Commission to build the 'footprint' concept into national Five-Year plans
- **Support sustainable finance**
Work with Chinese banks to create the first Chinese-led development of green lending policy
- **Drive responsible trade**
Work with Ministry of Environmental Protection to develop environmental guidelines for Chinese companies investing overseas
- **Establish low carbon development models**
Work with Shanghai and Baoding to pilot low carbon city model

THANK YOU