

GLOBAL EUCALYPTUS MAP 2009

AN UNIQUE MARKETING OPPORTUNITY TO INCREASE YOUR BRAND AWARENESS

HOW DID THIS ALL START?

It all started when a keen forester dared to ask us the simple question: "How many hectares of eucalypt timber crops do exist in the world?"

Simple question but difficult answer. And a nice challenge also! Back in 2008, our team at GIT Forestry Consulting decided to count all the eucalypts in the world to make that difficult answer an easy one.

Since its first version was digitally published online at EUCALYPTOLOGICS requests for bigger sized higher quality versions have been received from over 50 countries. Many earlier receivers have expressed their wish to enjoy giant size printed versions of it.

Now, your opportunity to participate in this project has come!

SPONSORS WELCOME! DEADLINE OCTOBER 5th 2009

Join this forestry inventory & cartographic effort to provide present and future investors in forestry crops & forestry industries with up to date information on the state of the art of *Eucalyptus* cultivation around the world.

Make of the map an useful marketing tool for your brand advertising and an attractive information resource for your own personal use.

We are keen to receive sponsors from the four corners of the world ready to add their brands to this promotional product, which will be part of an immediate range of marketing campaigns.

WHERE IS THIS MAP GOING?

- It will be printed on select grade *Eucalyptus* made paper in two formats: handy and extralarge.
- To be first distributed to the select audience attending the XIII World Forestry Congress at Buenos Aires (18-23 October)
- To become the main piece of a parallel global marketing campaign online to access larger audiences in the long term

WHAT CAN YOU GET?

- NEW DESIGN
- UPDATED INFORMATION
- HIGH QUALITY PRINTS
- VIRAL MARKETING ONLINE

ARE YOU INTO EUCALYPTUS ?

**ACTIVATE
YOUR BRAND**

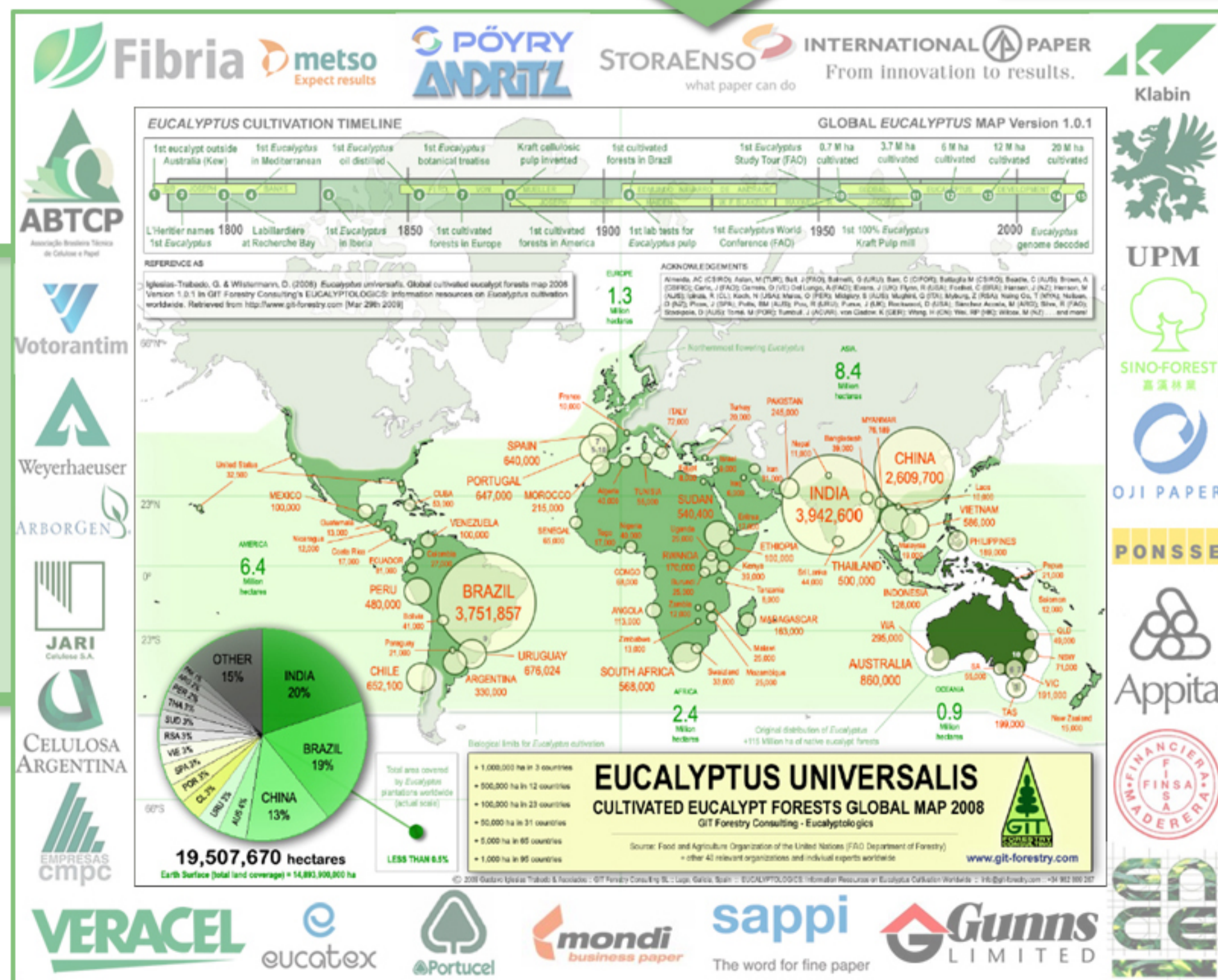
CONTACT US!

+34 982 809 267

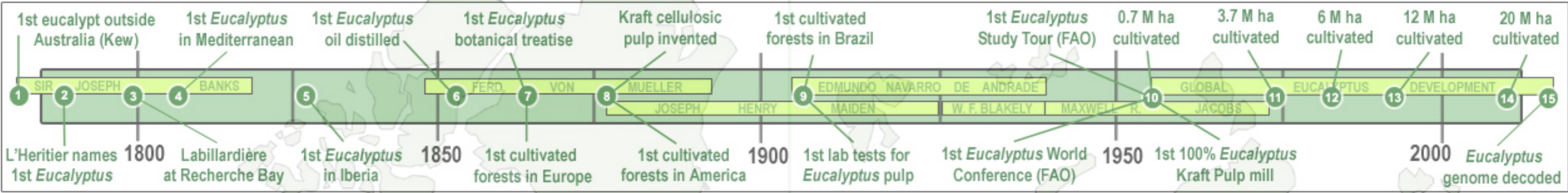
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www.git-forestry.com

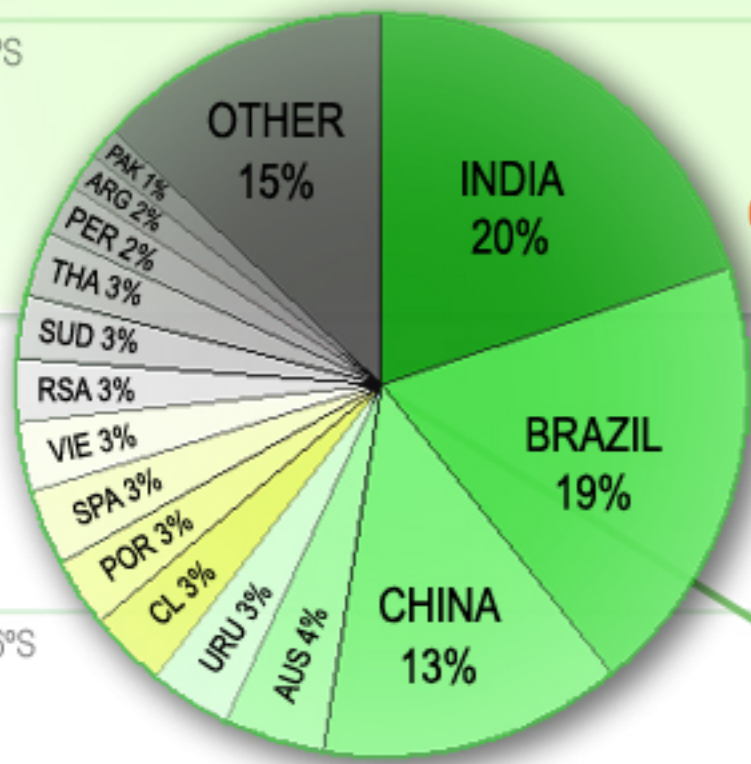
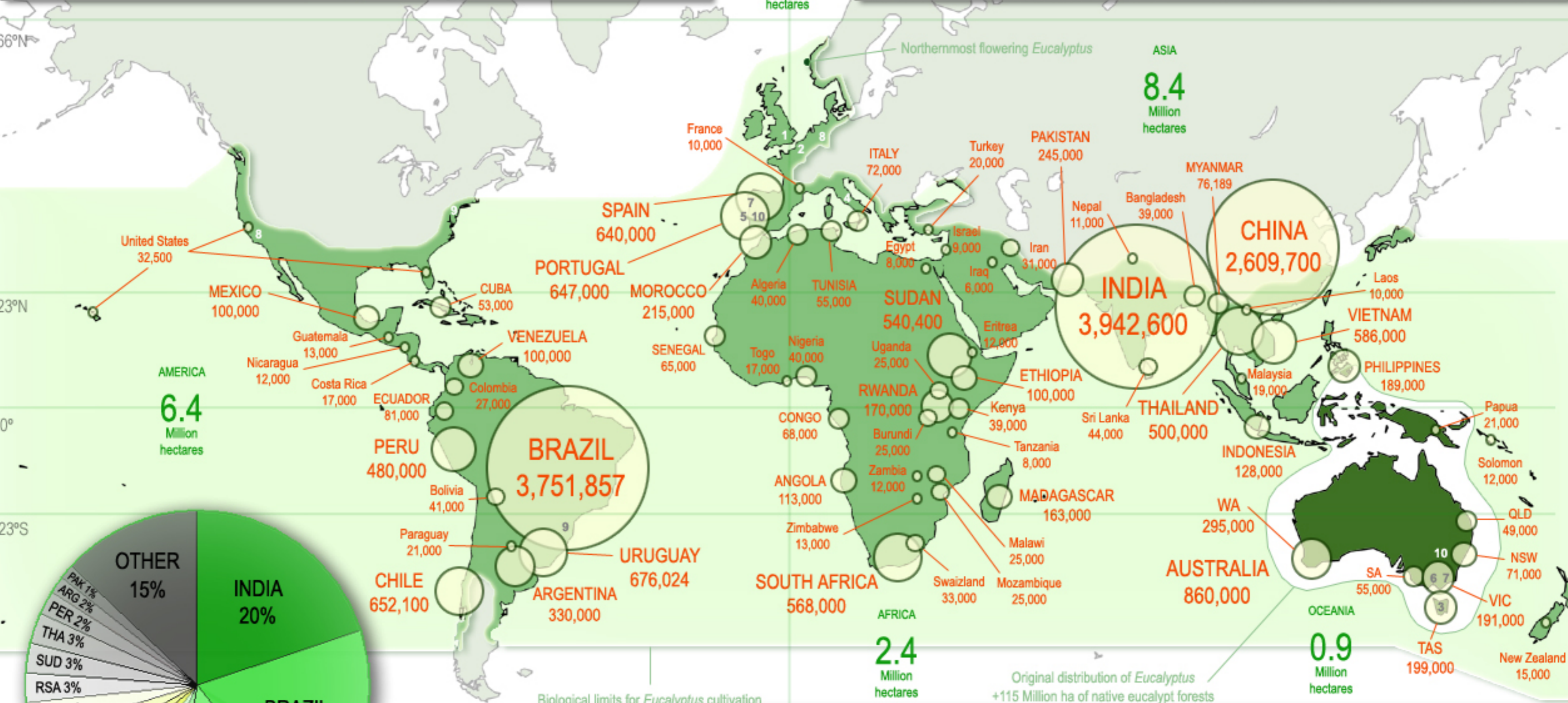


Disclaimer: The layout and branding suggestions above are not necessarily part of the definitive outcome. All materials are used as illustrative and without commercial purpose in this draft.



REFERENCE AS
 Iglesias-Trabado, G. & Wilstermann, D. (2008) *Eucalyptus universalis*. Global cultivated eucalypt forests map 2008 Version 1.0.1 In GIT Forestry Consulting's EUCALYPTOLOGICS: Information resources on *Eucalyptus* cultivation worldwide. Retrieved from <http://www.git-forestry.com> [Mar 29th 2009]

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19,507,670 hectares
 Earth Surface (total land coverage) = 14,893,900,000 ha

Total area covered by *Eucalyptus* plantations worldwide (actual scale)
LESS THAN 0.5%

EUCALYPTUS UNIVERSALIS
CULTIVATED EUCALYPT FORESTS GLOBAL MAP 2008
 GIT Forestry Consulting - Eucalyptologies

Source: Food and Agriculture Organization of the United Nations (FAO Department of Forestry) + other 40 relevant organizations and individual experts worldwide



www.git-forestry.com