

Adriatic Wood Days 2026 - Program

Rovinj, 17.-18.02.2026. (hotel Lone)

Tuesday, 17.02.2026.

10.30-11.30	PREECONFERENCE ACTIVITY WORKSHOP: Digital Tools and Circular Models for the Construction Sector – Wood as the Material of the Future
11.30 – 12.00	Press Releases Participant Registration
12.00 – 12.30	WELCOME SPEECHES - OPENNING (30')
12.30 – 13.45	THEMATIC BLOCK I – Sector Resilience in an Unstable Environment <i>KEY QUESTIONS</i> <i>- Is the EU regulatory framework (EUDR, green policies, administrative requirements) aligned with the real capabilities of the wood industry, or is it becoming a factor in the loss of competitiveness?</i> <i>- How can the industry bridge the gap between high raw material, energy, and labour costs and the low market prices of finished products?</i> <i>- Are market volatility, tariffs, and geopolitical risks now a permanent feature of the business environment, and how can companies strategically shield themselves from long-term disruption?</i> <i>- Should Europe strategically strengthen local supply chains and strategic wood reserves, even at the cost of higher short-term expenses?</i>
13.45 – 14.30	THEMATIC BLOCK II – The Green Transition and the Future of Forests and the Wood Industry <i>KEY QUESTIONS</i> <i>- How can forest resilience to climate change be strengthened while ensuring the long-term availability of wood raw material for the industry?</i> <i>- Can sustainability and profitability go hand in hand, or will the green transition permanently reduce the competitiveness of parts of the sector?</i> <i>- Is the EU policy on the cascading use of wood realistic in practice, and how can the premature diversion of valuable raw material into energy use be prevented?</i> <i>- How can wood be positioned as the preferred construction material in public projects, delivering real—not merely declared—climate benefits?</i>
14.30 – 14.45	COFFEE BREAK
14.45 – 15.30	THEMATIC BLOCK III – Technology, People, and the Market of the Future <i>KEY QUESTIONS</i> <i>- Is automation the only response to labour shortages, or are there alternative models of work organization and knowledge management?</i> <i>- How can small and medium-sized wood processing companies keep pace with Industry 4.0—both financially and organizationally?</i> <i>- Which skills will be critical for workers and managers in the wood industry over the next 5–10 years?</i> <i>- How must the wood industry adapt to a new generation of customers seeking personalized, sustainable, and “turnkey” products and services?</i>
15.30 – 16.30	LUNCH
17.00 – 21.00	Wine Tasting (Local Winery) – Optional

Wednesday, 18.02.2026.

09.00 - 10.00	Study Visit (Mediterranean Forest – Rovinjsko Selo / Croatian Forests Ltd.)
10.00 – 11.00	THEMATIC BLOCK IV – A New European Wood Policy: Wood as a Strategic Resource for Europe <i>KEY QUESTIONS</i> <i>- Can wood become a strategic resource for Europe over the next decade, comparable to energy or critical raw materials?</i> <i>- Are existing EU policies on wood and forests mutually aligned, or is the sector operating within a contradictory regulatory framework?</i> <i>- How can environmental protection, climate neutrality, and industrial competitiveness objectives be reconciled without further reducing the availability of wood raw material?</i> <i>- Can public procurement (construction and renovation) become a key instrument for creating stable demand for wood products across Europe?</i>
11.00 – 11.45	FINAL PANEL DISCUSSION
11.45 – 12.00	Conclusions and Recommendations/ End of the Conference
12.15 – 13.15	LUNCH
13.30	Departure from Rovinj

ORGANIZERS/ Croatian Wood Cluster / Event media centar d.o.o.

DIGITAL TOOLS AND CIRCULAR MODELS FOR THE CONSTRUCTION SECTOR – WOOD AS THE MATERIAL OF THE FUTURE