



Softwood Export Council Newsletter

FALL 2005

Staff Training 2005

Softwood Export Council conducted an extensive training mission for its international staff in August 2005. The mission lasted 2 weeks and covered 14 company visits throughout Oregon, Washington and Idaho.

There were 10 international staff members from China, Japan and European offices, and an additional 6 attendees from related associations and FAS.

The training mission included on-site manufacturer visits, building sites, product use sites and forestry tours. An important goal achieved by the trip was to introduce international staff to US companies and their sales staff.

The sawmill tour was an excellent way to familiarize the international staff with U.S. wood industry's products, manufacturing possibilities and limitations. During overseas trade shows and seminars, American Softwoods staff faces many questions on both applications and products.

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Interbuild India 2005

By Hande O. Buyuksahin

From October 6th through 9th, American Softwoods and SEC attended Interbuild India 2005 Trade Show in collaboration with AF&PA. The trade show took place in New Delhi, India. The purpose of the trade show was to introduce American Softwoods to the growing Indian market.

India sustained a GDP growth of over 8%; and with a growing consumer class, India presents several opportunities for the sale of U.S. softwood products. Between 1996 and 2001, India's imports of wood products grew by 527%, to just under US\$1 billion annually. Furniture imports have surged significantly in recent years, to an estimated US\$25 million of furniture annually, or 3 to 4% of the total industry. The higher-quality wood-furniture market is estimated to be US\$40 million per year and growing at 15% per year.

The Interbuild 2005 trade show took place in Delhi, which has a total urban population of 11 million. The show has been developed as a trade-focused exhibition in order to provide Indian and international building and construction professionals extensive information. The American Softwoods booth had over one hundred visitors who represented different parts of the industry. Most of the visitors were builder merchants, interior decorators, interior designers, importers and distribu-



AF&PA, and American Softwoods at Interbuild

tors, property developers, and private & public urban development planners. The booth had quality leads on flooring.

During the show the Softwood Export Council conducted a survey among the booth visitors. The results showed that Indian builders need more information on American Softwoods. The visitors explained their concerns on availability and price issues. They also underlined lack of information about the products and applications.

American Softwoods is also planning to attend India Wood 2006. The trade show unites wood working industry from all over India. It will be held in Bangalore, from the 16-20 February 2006.

Europe

Fall 2005

Branchentag Holz 2005



American Softwoods and PLEA representatives in American Softwoods booth

American Softwoods, PLEA, and SEC representative participated in the Brachentag Holz Timber Traders Trade show in Wiesbaden, Germany. This wood industry trade show was held between October 18-21, 2005 and united timber traders from all over Europe.. Wiesbaden has become an important economic center and seat of many international wood based companies.

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The American Softwoods booth hosted many visitors and delivered information on softwood producers and traders in US. It also played the vital role of representing American Softwoods among the European softwood providers. During the trade show European timber traders clarified their concerns on American Softwoods, including the oft repeated concern of higher prices compared to its competitors as well as availability. Many visitors underlined the importance of reliable sources for their operations.

On the bright side, the many booth visitors believed that American Softwoods consumption will be able to make a come back in European markets due to the changing consumer preference towards darker wood from light colored Scandinavian wood for both interior and exterior usage.

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The Pacific Northwest Training Mission aided the staff in responding to these questions by providing first hand experience and knowledge. As a result, the new American softwood staff will be able to easily differentiate and promote U.S. products overseas.

The mission was informative from the member companies' standpoints too. It provided U.S. based companies an opportunity to meet the staff



DomusLegno

By Ignacio Martinez

American Softwoods and SEC staff manned the booth at the Domuslegno 2005 trade show in Turin, Italy in late September.

This event is a new Italian gathering for the wood industry only, where wood products for both structural and interiors applications are presented. More than 4000 people attend this show.

Increasing competition for market share in the importing countries requires the American softwoods industry to continue sending signs of commitment to these markets, by participating at public events like Domuslegno. It also serves to clear out doubts and misperceptions among current users and provides valuable first hand information of the present trends and possible

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and gather information on local markets around the world. This was particularly helpful for a number of local companies that currently have no export activities, hence no visibility into international markets.

Programs

Fall 2005

USCB Mission

Participants in this year's US-China Build sales mission and seminar series considered the mission a success, reporting the signing of 13 new distributors and projecting \$1 million in sales over the next year as a result contacts made at the seminars

Now in it's fourth year, the seminar series has developed a strong following among both US and Chinese companies. This year's seminars, which were held in Shanghai, Chongqing, and Beijing included company specific presentations by eleven US building products companies, four of which were repeat participants. Each seminar was accompanied by a mini-trade show where companies displayed products and distributed literature. Products represented this year included treated and structural lumber, windows and doors, insulation, paint and coatings, ground source heat pumps, and geothermal heating systems.

Approximately 320 construction professionals from the fields of real estate development, construction, architectural and interior design. The question and answer periods in Shanghai and Beijing were particularly lively. Audience members asked questions about the durability of wood frame housing in light of the destruction that they have seen from Hurricane Katrina. Housing longevity is a primary concern of Chinese single family home buyers due to the high price these homes command and the tradition of passing homes down through generations. Shanghai is also frequently hit by hurricanes and typhoons during the summer.

Seminar participants also had a

EXPO CIHAC



SEC and American Softwoods at Expo CIHAC

Representatives from the SEC, the APA- Engineered Wood Association and American Softwoods staff were present at this years addition of Expo CIHAC, the Mexican equivalent of the NAHB Builders show in the USE. The American Softwoods stand featured Treated US softwoods for Structural use, western Softwoods for interiors and furniture uses, and softwood panel based concrete forming products.

Expo CIHAC continues to be the largest construction trade show in Mexico, with more than 100,000 participants over the 6 day run. While most of the product information requests were looking for Mexican sources of US products, a number of importers and distributors also made requests for products, quotes and US sources of softwood building materials. It should be noted that Mexico was the number two destination for US softwoods exported in 2004, with an average value of \$452 per mbf.

While the Mexican construction

number of questions about treated wood, including the use of CCA's in residential applications. Audience members raised concerns about treated wood splitting and checking and asked how to avoid this. Participants were particularly concerned about the longevity of treated wood once installed. Given the short track record that wood has in China, suppliers and contractors need to take into consideration when making proposal to the developers.

market continues to favor masonry, concrete, and steel for most construction, a number of builders and architects requested product sourcing and design information on American Softwoods

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threats to US softwoods in the future.

Key to regaining U.S. softwoods' share of the Italian window production is to promote its availability in clear grades, its superior hardness/impact resistance when compared to European species.

From the contacts among wood industry and carpenters it is clear that US high grade softwood products continue to enjoy an extremely good reputation and that the major concerns from the user side consist of the various difficulties of supplies in the sizes and qualities required by the industry. The limited number of companies trading with the type of products involved represents a major drawback for increasing the volumes imported. Despite those difficult conditions, the customer of American softwoods remains very loyal.

Events

Fall 2005

SEC MEMBER ORGANIZATIONS

American Institute of Timber Construction

California Redwood Association

Center for International Trade in Forest Products

Evergreen Building Products Association

Idaho Department of Commerce and Labor

Ketchikan Wood Technology Center

North American Wholesale Lumber Association

OSU Department of Wood Science and Engineering

Oregon Economic & Community Development Department

Pacific Lumber Exporters Association

Pacific Lumber Inspection Bureau

University of Alaska-Fairbanks
Sitka Forest Products Program

University of Minnesota—Duluth

Washington State Office of Community Trade and Economic Development

West Coast Lumber Inspection Bureau

Western Wood Products Association

Western Wood Preserves Institute

Wood Moulding and Millwork Producers Association

UPCOMING
SEC Board of Directors &
Unified Export Strategy
Meetings will be held
December 8th 2005
Marriot City Center
Portland Oregon

Upcoming events —2005-06

SEC Staff and member organizations will be participating at a number of shows and seminars in the winter and spring of 2006. Your organization is strongly encouraged to join the SEC marketing efforts at trade shows and other activities. Mark your calendar for your participation. Contact SEC Portland for travel assistance.

China:
Interzum Guangzhou Trade show will take place in March, 2006

China International Furniture and Woodworking Expo will take place in May 2006, Dalian.

Mexico:
Provimueble will be held in Mexico City on January 23-25, 2005. This show is Mexico's largest show for wood furniture suppliers.

Technomueble In Mexico City, June 2006

Japan:
Japan Home Building Show will be held on November 7-9 2005 in Tokyo.

Osaka Home Builders Expo will be held on Nov. 17-19 2005.

Japan Lumber Importers Mission will take place on November 30 2005 in Tokyo

Architecture & Construction Show will be held in March 2006 in Tokyo.

Europe:
Veteco, fenestration trade show will take place May 2006 in Valencia, Spain.

Carrefour du Bois, the wood industry importers trade show will take place in late May and early June in Nantes, France.

India
India Wood 2006, will take place in Bangalore - 16-20 February 2006.

Upcoming Events 2005-06

Home Builders Expo, Osaka, Japan	Nov 2005
Japan Lumber Importers, Tokyo, Japan	Nov 2005
SEC Board of Directors, - Portland, OR	Dec, 2005
Provimueble-Mexico, Mexico City, Mexico	Jan 2006
AHEC Latin American Convention, Chile	Feb 2006
India Wood 2006, Bangalore, India	Feb 2006
Interzum Guangzhou, Guangzhou, China	Mar 2006
US China Build Mission China	Apr 2006
Veteco, Valencia, Spain	May 2006
Carrefour du Bois, Nantes, France	May 2006
China Int. Furniture and Woodworking, Dalian	May 2006
China Wood Mac , Shanghai	June 2006

For links to information on these events go to

www.softwood.org/calendar