



Softwood Export Council Newsletter

FALL 2006

CE Markings

Beginning 1 September 2007, all sawn woods for structural application will require a CE marking according to the European Hardwood Federation.

CE-marking is a manufacturer's declaration that the product complies with the essential requirements of relevant EU health, safety and environmental protection legislation. This regulation is currently compulsory only for panels and floorings. All timbers for any structural use in Europe (EU-25 plus Iceland, Liechtenstein, Norway and Switzerland), regardless of origin, had to be marked CE as referred in the European standard EN14081 and classified according to mechanical criterion.

With the new regulation, all sawn woods will have to be tested to get a strength grading which will permit the CE marking. This strength testing prerequisite (known as EN 284) can only be carried out by laboratories recognized by the EU countries.

The Timber Show

By Eddie Pearce

In early September, American Softwoods, WMPMA and PLEA members participated in The Timber

Discussion with the timber trade during the show made it clear that the need for certification and sustainability confirmation was increas-



American Softwoods, PLEA and WMPMA members in Timber Trade Show, London

Show in London. This is a new trade show aimed at the timber industry in the United Kingdom.

Having a presence at the Timber Show, at which the all the major timber manufacturers and organizations could be found, proved to be very successful. The American Softwoods booth provided a focal point for the visitors and a source for more than 700 pieces of literature on American softwood.

ing. This need came from companies who procure products and materials to manufacture their own products e.g. such as house builders, architects and specifiers. Another important point was the increasing use of products used in the building industry having the CE mark. Although not mandatory in the UK at the moment, it is mandatory on continental Europe and it is our opinion is that it will become so for the UK in the near future.

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Mediterranean Market Report

By Ignacio Martinez

Following 15 years of price stability for European forest products the last 12 months have changed dramatically. The scarcity of logs from traditional wood suppliers has caused prices to increase nearly 10% on average. Russia has established a tax on logs exports, which will cause serious supplies problems to

the large sawmills recently started in production in Finland and the Baltic States. Fibre supplies from Austria are also at stakes due to the resistance of the forest owners logging at the current prices. An important side effect for the American exporters is the increased stresses for qual-

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ity timber supplied from Austria and the Czech Republic. It is estimated that only Sweden is in a position to increase export volumes during the months ahead because it is today the only self sufficient country in Northern Europe in log supply.

In 2005, Italy's sawn softwood imports were negative also (-5.4% over 2004). There has been a generalized fall in imports from the traditional central and North European suppliers, particularly Austria, Germany and France. Increased exports the Eastern European countries with the Russian exception. All together the Italian softwood imports are basically flat.

Meanwhile, the Spanish imports of American softwood lumber during year 2005 still reflected an increase in its demand. However, in 2006 the scenario has changed conspicuously. A clear upswing of the imports towards an increasing demand: the Spanish importers and consumers have resumed the use of Southern Pine, more in line with the recent past history of this market.

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ZOW 2006 China

By Elisa Xie

The second week of September American Softwoods participated ZOW 2006 Furniture Components and Suppliers tradeshow for the first time. ZOW is a well known European tradeshow for the furniture industry. A total number of 61,290 visitors took the opportunity to visit Furniture China and Furniture Manufacturers China (FMC) of which 12,241 were foreign visitors from 144 countries and regions. FMC attracted 23,166 domestic visitors from 33 provinces across China including Hong Kong and Taiwan regions and 1,921 overseas visitors.

The American Softwoods booth was strategically located to generate more visitors in the show. During the trade show, more than 400 visitors stopped at the booth including the 205 furniture manufacturers, 53 furniture importers and local distributors, 25 design firms and individual architects companies, and 21 building material manufacturers. The exhibitions center covered 4 wood related tradeshow. Office Furniture China, Furnishings, Fabrics & Lightings China, Furniture Manufacturing & Supply China and Kitchen & Cabinet China



Japan Home Show

American softwoods had it traditional stand showing all species of softwoods. Members from CIN-TRAFOR and the University of Alaska were also on the stand to conduct market research and provide education to booth visitors.



In addition, SEC members EBPA and WSCTED also had booth space in the American pavilion with companies representing a broad spectrum of building and wood products.

Some observations from SEC members were that the quality of the contacts was better than the quantity. EBPA members met some very good potential customers during the show. With the booth location in the foreign exhibitor's hall 3 it was clear that these are people who are interested in imported products.

"We did not have to deal with window-shoppers". There were so many Chinese, Taiwanese and Korean visitors. They only collected brochures and asked prices without leaving business cards

Mexico

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Expo Ferretera

By Ramón Echenique Manrique

American Softwoods participated in the Expo Ferretera tradeshow in September in Guadalajara. Expo FERRETERA is one of the largest and it is truly a national show in Mexico. This year around 900 companies exhibited with 1800 booths on 34000 m2 of enclosed area and 30% of the exhibitors were from outside Mexico. The American Softwoods booth hosted many visitors of which 59 showed an special interest in the products and 24 were from the metropolitan area of Guadalajara the remainder from other parts of the country. A fact that is worthwhile to highlight is that we had the visit of a large



American Softwoods and WMMPA member in Expo Ferretera ,

number of lumber distributors, something that we usually do not get in other trade shows. But what is still more important is that a large proportion of these people said that they were interested in importing USA softwood lumber (a couple are

already doing it) which appears promising. The companies already importing USA softwoods, are bringing in products such as plywood, OSB, southern yellow pine, ponderosa pine, treated lumber, mainly low grades and one of these companies that is buying USA lumber, is one of the biggest lumber distributors in Mexico.

The fact that visitors are already building or interested in building cabins, once more confirms that this end use of USA pressure treated softwood lumber is readily accepted and together with the interest of builders and home owners in decks and other exterior applications of this type of product, should continue to be stressed in our activities.

Expo CIHAC

By Fernanda Vale Garcia

American Softwoods participated EXPOCIHAC tradeshow between October 15-22, 2006. Representatives from PLEA, APA and the SEC also attended show. The show unites the manufactures of all types of products, the most recent technology and machinery for the construction sector. The main objective of the show is to encourage the productivity of the construction sector, as well as to show the wide variety and the most recent products for construction.

In Expo CIHAC there were around 600 companies exhibiting different products for the construction sector.

During the exhibiting days there were 150 seminars of the technology related to the construction sector and 90 "do it yourself" workshops. This



year American Softwoods exhibited in a new booth, which was made up of hardwood and softwood lumber (AMSO and AHEC products). In the AMSO side of the booth we used OSB, plywood, floor made up

of treated lumber and in the walls treated lumber was used and we also showed three small displays of softwood lumber that are used for interiors. The majority of the booth visitors were architects and builders that interested in wood frame construction as well as treated lumber for decks. Of the 640 we registered, about 43% came from the D.F. Metropolitan Area and 21% from the State of México. The remaining 36% from other parts of the country. It is important to remark that more and more people know something about pressure treated wood because their interest in decks (46 inquiries), as well as OSB (20 inquiries) outdoor furniture (27) lumber housing construction (10) lumber distributors (6) and handle plywood (2).

Events

Fall 2006

SEC MEMBER ORGANIZATIONS

- American Institute of Timber Construction
- Center for International Trade in Forest Products
- Evergreen Building Products Association
- Idaho Department of Commerce and Labor
- Maine International Trade Center
- North American Wholesale Lumber Association
- OSU Department of Wood Science and Engineering
- Pacific Lumber Exporters Association
- Pacific Lumber Inspection Bureau
- University of Alaska-Fairbanks Sitka Forest Products Program
- Washington State Department 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 events —Winter 2007

China;

Woodmac China 2007 March 20–23 2007, Shanghai

WoodMac China is recognized by the industry for sourcing furniture and bringing innovation to the international markets. The tradeshow unites leading international manufacturers and suppliers.

Interzum Guangzhou 2007 March 27-30, 2007 Guangzhou

Interzum Guangzhou unites both furniture and interior designers in same place. The tradeshow is known for its high participation from Chinese and SE Asian manufacturers.

Europe

International Bouwbeurs February 5-10, 2007 Utrecht;

Bouwbeurs is a construction and builders tradeshow. The show attracts builders from Europe. Bouwbeurs is a semi-annual event

Interzum Germany 2007 May 9-12, 2007 Köln;

Interzum is the biggest furniture show in Europe. The show will host hundreds of furniture manufacturer, supplier and designer.

Japan

Architecture and Construction Materials Show March 6-9, 2007 Tokyo;

It is one of the leading construction shows in Japan. The show attracts visitors and exhibitors from construction and machinery industry.

Mexico

Provimueble January 24-27, 2007 Mexico City. Provimueble is one of the largest furniture suppliers trade show in Mexico.

Middle East

Dubai International Wood show Feb 27—March 1 2007 Specialized show for wood industry

Upcoming Events 2006

Provimueble , Mexico City	Jan 2007
International Bouwbeurs , Utrecht , Holland	Feb 2007
Expo Decor , Mexico City	Feb 2007
Architecture & Construction , Tokyo	March 2007
Dubai Wood Show , Dubai UAE	March 2007
SAIE Due , Bologna	March 2007
Wood Mac , Shanghai	March 2007
Interzum , Guangzhou	March 2007
Imoya , Istanbul	April 2007
Interzum , Köln, Germany,	May 2007

For links to information and a direct link to these events go to

www.softwood.org/calendar