



EBPA hosts session on Japan housing

The Evergreen Building Products Association will hold its annual Summer Housing Seminar for Japanese builders June 21-23 in Seattle, Wash. The theme of this year's event is wood multi-story, multifamily construction, remodeling and sustainable and healthy construction — three areas of high interest in the current Japan housing market.

The target audience is Japanese builders, architects and interior designers. In addition, EBPA, in cooperation with SEC, will host a number of Japanese journalists from housing related publications, and technical representatives from the major Japanese wood building trade associations. These media participants will write articles and present reports on the seminar and field trips, further expanding the message on US softwood lumber and housing products.

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Australian bug worries hit wood trade

The Australian Quarantine and Inspection Service (AQIS) recently held a national conference to discuss problems and proposed changes to the quarantine arrangements for imported softwood timber and wood products, action which could impact future lumber trade in the country, particularly Douglas fir.

The 2-1/2 day conference involved a wide range of stakeholders, including government, various industry sectors, countries that export lumber to Australia (US, Canada and New Zealand) as well as the research community and environmental organizations.

AQIS has prepared a Scope and Issues Paper reviewing the risks associated with the importation of forest products. The paper defines

an evaluation of the types and sources of forest products imports that present the greatest risk, and proposes a discrete Import Risk Analyses (IRA) for the high risk commodity and source combinations identified.

One of the major conclusions was: **"Douglas-fir is therefore considered the most hazardous of all the timber species imported to Australia and should be a IRA priority."**

Wood dunnage and wood packaging from Asian countries was identified as another area of concern that also required an IRA

Based on interception data over the past 10 years, and more recent data from 1996 and 1997, AQIS

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Carpenter training program set in Korea

One of the biggest constraint to wood frame construction in Korea is the lack of trained framers or carpenters. In response, the US wood industry has designed a program to train Korean builders on proper 2x4 construction methods.

The two-week program includes intensive classroom training and a concurrent practical session where the trainees build a demonstration house with local instructors who have graduated from previous programs.

The US industry began the program in 1996 with the construction of three 8'x12' single units. This year the expanded program will construct a two-story, 2,000 square foot house. The program was the first of its kind in Korea and has produced 115 framers in the first three training classes.

Various SEC member organizations will providedesign and training materials and instructors for the classroom sessions. While

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Market Review

will return next month

May 1999

Letters to the editor

Dear Dick:

I would like to express my sincerest thanks and appreciation for the very organized, educational and very informative tour.

On behalf of the Chamber of Furniture Industries of the Philippines, I would like to thank you for organizing this wonderful tour. We will inform our members in the chamber regarding the softwood materials from the US particularly from Softwood Export Council (members). I have given our chamber office copies of the materials you gave me such as catalogues, buyers manuals and other information regarding the softwood of the Western USA. I will keep you informed of our activities in the chamber regarding softwood from the US.

Please give my sincere thanks and appreciation to the Softwood Export Council (members)... and to all the people we met.

Very truly yours,
Emmanuel P. Padiernos
 Pacific Arts & Decor International

Contact Information

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The SEC web site is becoming a popular place on the Internet. Recent web site counts show the site has generated more than 6,000 "hits" on the SEC site every month. The daily average for April was 203 hits, including a single-day record of 526.

The web site will be upgraded in May to better direct visitors to their final destinations. A "Sources and Pricing" page will be established as a direct link between the SEC home page and member listings, including member and company web sites as well as other trade groups.

The "Sources and Pricing" page will also feature "direct link" advertising for those organizational company members who wish to make a quick direct link with forest products buyers searching the web.

The SEC web site is the primary contact connection featured on the Ligna – Interholz CD-ROM distributed to 40,000 attendees this month in Germany. SEC members got a bonus when a similar CD-ROM, including SEC and its membership, was distributed at the Wood Technology show in Portland in March.

The SEC web site also features links to the Foreign Agricultural Service web pages and to Global Agricultural Information Network (GAIN) attaché reports for major wood using and producing countries around the world.

Trade show activities

Good Living Show - Tokyo

WWPA and WMPA represented SEC members at the 22nd annual show outing in Tokyo which drew 370 exhibitors and more than 110,000 visitors over four days.

Attendees were cautiously optimistic about future home building in Japan, but starts are expected to be 1.17 million in 1999. Japanese superstition about the number 9, which signifies "doom," is expected to reduce the number of marriages in 1999, reducing demand for new housing.

West Japan Total Living Show

American Softwoods and Evergreen Building Products Association represented SEC members at the 18th annual show. Some 156 companies from six countries exhibited, with attendance reaching 54,000 for the four-day show.

EBPA member companies participated in a technical seminar and demonstration program associated with the show, which drew more than 165 builders, architects and others in the home building industry.

WWF / FSC trade fair

Oregon State University Forest Products represented the SEC as an attendee at the German trade fair and symposium on forestry certification. There were 47 exhibitors at the fair. Products ranged from lumber and paper to garden furniture.

Reports Available

Detailed marketing and trip reports are available for all SEC activities.

Programs

May 1999

Australia bug concerns

(Continued from page 1)

presented statistical data it claims points to the perceived problems in lumber. The data identifies US-sourced Douglas fir lumber as presenting the highest risk, with the highest number of pest interceptions. AQIS data rates US Douglas fir at more than 1,200 interceptions per million cubic meters vs. Canada at 300 interceptions per million and New Zealand at just over 200 per million cubic meters.

AQIS has started an IRA on green, unseasoned lumber with an intensive inspection program for Douglas fir, Hemlock and Western Red Cedar arriving in Australia over the next 12 months.

Australians will inspect every shipment, breaking 10 full bundles and inspecting every piece for any sign of bark or insect infestation. The Australian Timber Importers Federation (ATIF) will assist and fund much of the physical work done on this inspection.

Should the IRA find high interceptions of pests and diseases, it will conclude that green or unseasoned lumber would no longer be welcome in Australia. Kiln dried or heat treated product would probably be required to meet any new AQIS requirements. US grading agencies already have kiln dried and heat treatment certification programs in place for use in Europe and other Pacific Rim countries.

Members of the ATIF prefer a reintroduction and strong reinforcement of the Grub Hole and

Bark certification programs from North American mill producers. They believe that a forced movement from unseasoned Douglas fir to a heat treated or kiln dried product would further reduce the market remaining for North American species imported as rough and in "scantling" sizes.

ATIF has proposed that AQIS review the current certification programs from North America. The review will include a tour of the US and Canada, allowing meetings with grading agency and US government counterparts to better understand how the program should work to provide "pre-border" interdiction. Both US and Canadian industries support this approach.

For more information, including a copy of the AQIS report contact Craig Larsen at SEC.

Training Program

(Continued from page 1)

the technology transfer program is funded under the FAS market development program, all building materials for the training lab project are donated by US industry.

Suppliers of donated building materials will receive direct publicity through the program in Korea, as well as recognition through the Korean building community. Any company or organization wishing to donate materials should contact Dick Krieger (503) 248-0406 to receive a required materials list for the 1999 project house.

EBPA Japan seminar

(Continued from page 1)

In addition, US industry is hoping to refine the seminar content through feedback from participants so that the information and materials can be used in presentation in Japan and other countries.

A portion of the seminar will be an update on the changing landscape of the current Japanese housing industry. This section will be presented by Department of Commerce staff from the US Consulate in Osaka. US softwood suppliers to the Japanese market can get the latest updates. Contact EBPA at (253) 922-6640 or evgreen@ep.org to register.

Curious about Korea?

The SEC will sponsor a "Korean Opportunities" tour June 14-18, 1999. This is a chance to do some up front and personal market research on current and future softwood markets in Korea. The trip is being developed and led by our knowledgeable SEC/AFP Korea staff and will cover the many uses of US softwood products in Korea, including industrial, interior and structural market segments.

The Korean consumer market is beginning to show signs of recovery and the housing industry is ramping up to feed the pent-up demand for new housing, especially wood-frame construction. For more information on this event, contact SEC Program Manager Dick Krieger.

Activities

May 1999

MEMBERSHIP ORGANIZATIONS

Alaska Department of Commerce

American Institute of Timber
Construction

California Redwood Association

Center for International Trade in
Forest Products

Evergreen Building Products
Association

Idaho Department of Commerce

North American Wholesale
Lumber Association

Oregon Economic Development
Department

OSU Forest Products Department

Pacific Lumber Exporters
Association

Pacific Lumber Inspection Bureau

West Coast Lumber Inspection
Bureau

Western Wood Preservers
Institute

Western Wood Products
Association

Wood Moulding and Millwork
Producers Association

Fall Activities

Its not to soon to begin thinking about this fall's international trade events and your plans to participate in SEC sponsored shows.

There are a wide array of shows, seminars and trade missions available to SEC members or representatives. Trade show activities are scheduled for China, Japan, Korea, Mexico, and Europe.

Review the Upcoming Events schedule on this page and block out your schedule now.

Specific activities of SEC members will include:

- A series of treated wood seminars in the Philippines conducted by Oregon State University and the Western Wood Preservers Institute.
- A Pacific Rim buyers trade mission to Alaska conducted by the Alaska Department of Commerce.
- The Pacific Rim Housing Conference produced by the Center for International Trade in Forest Products.

Upcoming Events

Interzum - Köln, May 5-11, 1999

🚗 NAWLA Euro Trade Mission - Germany, May 8-14, 1999

Interholz - Hannover, May 10-15, 1999

Osaka Building Materials Fair - May 11-14, 1999

Sapporo Trade Fair - June 17-20, 1999

🚗 SEC - Korea Opportunities Tour - June 14-18, 1999

China Build - Beijing - June 25-28, 1999

🚗 Japanese Builders Seminars & Tour - Seattle, June 21-23, 1999

📅 Korean Carpenters School - July 10-17 1999

📅 Pacific Rim Housing Conference-Seattle, Sept. 15-16, 1999

📅 SEC Annual Meeting - Seattle, September 17, 1999

📅 Philippines Treated Softwood Seminars - September, 1999

🚗 Alaska Softwood Products Tour - September 1999

Japan Home Show - Tokyo - September 28 - October 1, 1999

Furnitek China - Shanghai - October 12-15, 1999

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