



Softwood Export Council Newsletter

SPRING 2006

MITC joins SEC



The Maine International Trade Center has joined the Softwood Export Council to help its wood members promote Eastern White Pine and other New England softwood species into international markets.

As its first activity, MITC will be sponsoring a trade mission for Maine softwood producers and have an informational booth at the upcoming Wood Mac Show in Shanghai China in June.

Representatives of MITC were also on hand for the Interzum Guangzhou trade show recently held in southern China where they provided information and conducted trade servicing activities.

Other possible target markets for promotional activities for Eastern White pine will be Mexico and the European Union.

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Interzum Guangzhou

By Hande O. Buyuksahin

During the last week of March, American Softwoods participated in the Interzum Guangzhou Furniture and Interiors tradeshow in China. The tradeshow hosted a large number of exhibitors and visitors from all over the world.

seeking stable supply for their plants in China while Chinese buyers were concentrating on price and applications. Most of the European visitors were furniture and bed manufacturers. On the Chinese side, wholesalers and furniture manufacturers were the leading visitors.



American Softwoods booth during the Interzum Guangzhou Tradeshow

Interzum Guangzhou attracted over 16,000 visitors from 155 countries in 2005 and looks to have outdone itself this year. Exhibits from Germany, Italy, Korea, Spain, Belgium, Brazil and Canada were the main foreign exhibitors along with thousands of visitors from China and other countries.

The American Softwoods booth attracted more than 300 visitors for the 4 day long tradeshow. The booth was well prepared with Chinese brochures and samples. The diverse visitors raised various trade inquiries and questions. For example, the European visitors were

The important differences from last year's tradeshow were, first, the increasing knowledge of American softwoods among the Chinese visitors. Unlike previous years, many of the Chinese visitors knew American softwood species and applications. Effective PR and advertising efforts are helping. Second, the increasing demand from the European manufacturers in China. They were starting to manufacture in China however, their complains on finding quality wood and stable supply were not easy to ignore. Therefore, many of the European companies were open to a collaboration with an U. S. supplier.

Programs

Spring 2006

Japan Rep



Tomoko Igarashi has assumed the lead position in the Tokyo office for the combined American Softwoods marketing group of SEC, Southern Pine Council and APA-The Engineered Wood Association.

Tomoko is a two year veteran with AmSo and had prior marketing experience in the FAS commodity cooperator program with the US Meat Export Federation. She has a BA from the University of Hartford and an English language proficiency certificate.

Past American Softwoods director, Yuichi Hayashi has moved to the Foreign Agricultural Service at the US Embassy in Tokyo.

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Upcoming Tradeshows

By Hande O. Buyuksahin

American Softwoods will participate in many tradeshows upcoming this spring and fall. By attending the tradeshow:

- You will increase your exposure to new markets
- You will see the latest trends of your industry outside the US
- You will make business contacts and meet manufacturers in these countries
- You will be able to see some of the world's most famous cities.



US China Build Mission May 14-19, 2006 Shanghai

US-China Build Program is launching a China Building Materials Business Development Mission. Companies are invited to join US-China Build for this one week mission to learn about China's building materials market and to meet key business contacts.

China International Furniture Tradeshow May 28-31, 2006 Dalian:

The Dalian trade show is the largest scale professional exhibition of furniture and wood products manufacturing industry in North China. In the past 10 years, China Furniture & Woodworks has become a massive business & information exchange platform for manufacturers, suppliers, buyers and other professionals from all sectors of furniture and wood products manufacturing industry, and driven the development of the industry in North China dramatically.

Carrefour du Bois May 31-June 2, 2006 Nantes

Carrefour du Bois is a timber industry tradeshow for western Europe. The show features producers and direct contacts to the wholesaler and end user. Last year the tradeshow hosted 453 exhibitors and 8854 visitors.

EXPO AMPIMM Trade Show June 14-17, 2006 Mexico City

EXPO AMPIMM is one of the largest furniture supplier tradeshow in Mexico. Last year there were 110 exhibitors and thousands of visitors. The tradeshow will allow companies to make contact in Mexico and understand the current trends in Mexico.



WoodMac China June 27-30, 2006 Shanghai

WoodMac China and associated shows WoodBuild and Furnitek China will offer the most established and comprehensive exhibition in China for woodworking technology, wood products and furniture manufacturing accessories. Attending this event will provide visitors the opportunity to participate in the many industry seminars, conferences, and product demonstration during the tradeshow. The total of 380 exhibiting companies from 12 countries and over 16,000 trade buyers will be looking for business partners during the four days of the event. The tradeshow includes top Chinese manufacturers of furniture as well as builders from all over China.

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Programs

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Travel Regulations

A record number of industry personnel are supporting the promotional efforts of the SEC and the US softwood industry by traveling on FAS funded trade missions and research trips. Unfortunately, reimbursement for these trips is becoming more complicated. In today's travel world of electronic tickets and hotel reservations through 3rd party services, it is easy to come up short of the paperwork required for reimbursement from the USDA/FAS. A quick review of what's required will help cure the reimbursement blues.

Airline ticket reimbursements require a passenger receipt which shows the fare calculation. Since E-tickets are becoming standard, you need to request a passenger receipt

from your travel agent or print one out when you check-in. No passenger receipt, no reimbursement. Travel agent invoices and/or credit card receipts are not acceptable by FAS. The Cooperator program will reimburse up to full fare coach costs. Do not get the cheapest ticket by using "bulk fares" through a travel agent since these fares are difficult to gain reimbursement.

Hotel reimbursements are usually straight forward when you supply the actual hotel folio or receipt. Third party reservation services do not provide or allow the hotel to provide a folio, so do NOT use them for reservations and payments. Use in country staff or the USDA ATO staff to provide you with hotel reservations. If breakfast is included

then your M&IE may be reduced to meet per diem requirements.

Other reimbursable items (with receipts) include communications costs (internet or telephone) of US\$15.00 per day, Passport and Visa expenses, in country ground transportation, and US based travel to the departing airport, including taxi, mileage, and or parking expenses. Daily per diem for Meals and Incidental Expenses (M&IE) cover meals, laundry and other costs. The SEC maintains a travel information section on its website, www.softwood.org/travel which contains all the current information and travel requirement on the FAS funded travel. For further clarification, you can contact the SEC offices in Portland.

Dubai Wood 2006 Trade Show

By Eddie Pearce

During the second week of April American Softwoods and members of PLEA and APA-TEWA attended the Dubai Wood 2006 Tradeshow in the UAE. This was the first time this trade show had been held for the woodworking and furniture industry in Dubai.

The American Softwoods booths hosted large numbers of visitors and distributed 2,000 brochures throughout the show. Participating in this tradeshow allowed American Softwoods to learn about the Arabic market and to introduce American

Softwoods species and information.

UAE has become the main vacation destination for the European and middle Eastern tourists. This has driven investment in the construction of commercial buildings together with "resort facilities" which are designed to attract commercial activity and increase tourism to the region. Dubai is leading this activity.

The UAE is a federation of seven individual Kingdoms who have agreed to work together in a number of areas. These are Abu Dhabi, Dubai, Sharjaf, Ajman, Umm Al-Qaiwain, Ras Al-Khaimah and Fujairah.

The UAE market presents opportunities as well as challenges for the US wood industry, including as little or no knowledge of American softwoods, and a traditional hardwood market. The UAE is currently the center for Middle East construction and trade market which American softwood suppliers should be aware of.



Events

Spring 2006

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
- Maine International Trade 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 events —Spring-Fall 2006

The Timber Show September 12-14, 2006 London

As the first dedicated exhibition for the UK timber industry, The Timber Show gives suppliers a unique forum at which to talk business with customers from the construction, and manufacturing sectors. The trade show covers raw materials to latest innovated engineered products. The Tim-



ber Show has been received enthusiastically by the industry and is supported by the Timber Trade Federation, British Woodworking Federation, and U.K. Forest Products Association.



12th China International Furniture Expo September 11-14, 2006 Shanghai

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

Upcoming Events 2006

US China Build Mission	Shanghai, China	May 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
Technomeuble	Mexico City	June 2006
The Timber Show	London	Sep 2006
Japan Home Show	Tokyo, Japan	Nov 2006
Arab Wood	Abu Dhabi, UAE	Nov 2006
Home Builders Expo	Osaka Japan	Nov 2006
India Wood	Bangalore,	Feb 2008

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

www.softwood.org/calendar