



Softwood Export Council Newsletter

SUMMER 2005

New Portland Staff



Hande Ozer-Buyuksahin has joined the SEC staff in Portland, as the International Programs Manager. Her responsibilities range from coordinating and managing international programs to member information and communications, to softwood activity development overseas.

Hande was born and raised in Istanbul, Turkey. She has a Bachelors degree in Business Administration; and recently received a Masters degree in International Management from Portland State University. She speaks four languages including Mandarin Chinese, German, English and Turkish. She resided in Portland with her husband, an Intel design engineer.

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Interzum 2005 Germany

The Interzum Trade Show has, for many years, been the focal point for the suppliers and manufacturers of products for the German furniture industry. It is the show at which companies have on display new products and innovations for use in furniture.

to meet with members of the timber trade and furniture industry of Germany, as well as introducing American Softwood to many overseas visitors outside of Europe thanks to the international status that INTERZUM carries.



SEC and PLEA reps at Interzum 2005 show in Cologne, Germany

American Softwoods, SEC and PLEA representatives attended the INTERZUM show in Cologne, Germany. The trade show was held during April 28 – May 3, 2005 and is the largest show in Europe for manufacturers and suppliers of the furniture industry, attracting around 140,000 visitors over 5 days. The American Softwoods booth was one of the main destinations for the visitors. The booth had hundreds of visitors and more than 120 visitors from 45 different countries registered for information. Surprisingly, visitors from India led the way in numbers; Germany, Turkey and Egypt were close followers.

The participation at INTERZUM provided an important opportunity

During the five days of the show the American Softwoods booth received numerous inquiries into the use of American softwoods. There were also requests on U.S. suppliers and exporters information which leads future trades among the parties. SEC

also had a chance to conduct a survey among the booth visitors who explained their concerns in detail.

Top 10 country visitors

	Country	#
1	India	14
2	Germany	11
3	Turkey	10
4	U.S.A.	6
5	Denmark	5
6	Egypt	5
7	S Africa	5
8	Portugal	4
9	Israel	4
10	UK	3

Programs

Summer 2005

Interzum 2005 Survey Results

During INTERZUM 2005, SEC conducted a survey among some of its visitors who were coming from 45 different countries. The survey was aiming to identify visitors' perception towards American Softwoods and American softwood species.

According to survey results, almost half of the surveyed visitors were currently importing American softwoods and majority of those people were coming from India. All of the respondents including who are currently importing American softwoods were interested in importing more in the future and collecting information on new products/ suppliers. Using websites was the main answer on how they get their information on American softwoods.

The survey also showed the main reasons why the majority of the visitors were not using American softwoods. Almost all of the respondents underlined the pricing problem. They found American softwood relatively more expensive than

other softwood species. The other important reason was availability. Some of the visitors mentioned that it is always difficult for them to find sufficient supply source. Technical properties and high competitiveness were among other reasons.

In terms of durability, all the respondents found American softwood



species as durable as competitive species. Moreover, some of the respondents mentioned that they were using American softwoods in the past and were very happy with its quality which was their reason to use American softwoods again. The answers imply that they were well informed on high quality American softwood species.

The survey also asked how important for them to use certified lumber on their operations. Once again, the majority responded that it is very important for them to use certified lumber. Indian businessmen explained how important it is for their market but businessmen from Bulgaria and Poland answered with opposite perspective. They highlighted their market needs and certified lumber was not one of them.

EU Markets

By Hande Ozer-Buyuksahin

The European market attracts many wood producers from all over the world. In the past couple of years the increasing competition from Western Europe had an adverse effect on U.S. softwood sales; however, the recent decline of the U.S. dollar against currencies worldwide is expected to maintain the competitiveness of U.S. exports. Besides current economical trends, American Softwoods still has the advantage of higher quality and processing that affects its competitiveness as well.

In addition, the strong Euro and the outsourcing of production to Eastern European countries caused difficult times for the European wood manufacturers. On the other hand, increasing import of wood products into the EU creates new possibilities for US softwood manufacturers. For example, the Interzum 2005 Trade show survey results show that there was an increasing interest in Spain, Turkey and Greece on American softwood. The countries are currently importing some Douglas fir, Hemlock and Ponderosa Pine.

According to USDA Foreign Agricultural Service, in 2004 the total exports of American softwoods to Europe were over \$53 million, an increase of 23% from 2003. The U.S. Foreign Trade Statistics lists leading importers of US Softwoods in Europe: Spain had imported over \$21 million while Italy imported \$12 million. U.K., Germany, France and Netherlands follow these top importers. There are also growing markets for US softwood in Europe, such as Greece, Denmark and Swe-

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Programs

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Top ten markets for softwood moulding, door and window parts

By Hande Ozer-Buyuksahin

American Softwood Molding and Door/Window Panel exports are getting more recognized by the wood industry all over the world. According to USDA Foreign Agricultural Service, in 2004, a total of \$101.397 million worth of American Softwood molding and door/window panel was exported from the USA.

In 2004, \$44.86 million worth of American Softwood window panel was exported worldwide. US Softwood window panel exports showed an increasing trend after the major decline in 2001 and 2002.

Canada plays an important role in the softwood industry sales by importing \$19.541 million in window frames while Japan followed closely behind. Besides the usual markets there were several growing markets in 2004. American softwood window frames penetrated; Ireland, Turkey, Philippines and Israel. Last year, Ire-

land imported \$3.864 million American window frames with an increase of 64% over the year before.

Turkey also imported American softwood window frames and increased its imports over 110% in 2004. Recently, SEC attended INTERZUM Trade Show Germany to promote and seek out market uses of American softwood. The interest and demand for American softwood in INTERZUM Trade Show showed that both Israel and Turkey planning to use more American softwood in the future.

In 2004 \$56.535 million total of US softwood moulding was exported all around the world. As in 2003, Canada was once again the biggest importer of American softwood moldings in 2004. Its follower is Mexico with \$1.249 million American softwood moulding import values.

Last year Russia was also one of the importers of this product which creates new opportunities for both US

and European wood industry. Russian Federation increased its US molding imports 780% from 2003.

The table next shows top 10 US softwood window frame importers and best markets of 2004;

Countries	2004 Exports
Canada	\$19,548,000
Japan	\$10,419,000
Ireland	\$3,864,000
U.K.	\$2,767,000
China	\$2,637,000
Mexico	\$1,249,000
S. Korea	\$893,000
The Bahamas	\$520,000
Israel	\$415,000
Turkey	\$408,000

(Continued from page 2) **EU Market**
den. Greece had imported around \$1.2 million US softwood with a 107% increase from 2003.

Denmark and Sweden had also demonstrated higher import volumes. While Denmark buys Finger Jointed lumber, Sweden chose Lodgepole pine. Redwood and Douglas fir are among heavily imported species by other European countries.

Top 10 sellers of wood species in Europe for the last 6 years.

	1999	2000	2001	2002	2003	2004
TOTAL	162,693	128,029	76,630	62,823	43,221	53,586
LUMBR,R, SY PINE	87,135	74,629	54,426	45,770	24,788	31,575
LUM,R,D-FIR<12.7	10,865	9,610	7,052	5,503	4,294	6,178
LUMBR,D,SY PINE	5,856	6,376	4,358	1,591	2,367	4,554
LMBR,R,REDWOOD	1,059	2,067	111	934	2,365	1,176
LUMBR,D,D-FIR	9,501	2,642	741	624	1,895	2,868
LMBR,D,FIR	339	3,996	2,678	909	1,579	818
SW LUM FNGR-JNTD	1,941	1,154	136	669	1,446	1,183
LUMBR,D,LP PINE	530	945	199	304	794	961
LUMBR,D,OTH PINE	4,243	3,858	1,298	1,835	289	750

Events

Summer 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

Wood Moulding and Millwork Producers

Engelmann Spruce Exports

(In thousands of U.S. Dollars)

Mexico	7,931
Canada	5,969
Japan	319
Bahamas	310
Hong Kong	252
Cayman Islands	141
France	62
Leeward-Windward Isl.	59
French Pacific Isl.	57
Sweden	43

Upcoming events —2005

SEC Staff and member organizations will be participating at a number of shows and seminars in the summer and fall of 2005. 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:

The Shanghai International Furniture Supply Trade fair will take place Sep 14-17.

US China Build Mission aimed at builders and developers will take place in September, 2005

Music China will be held in Shanghai on October 19-22, 2005

City Expo, a show for exterior products and uses will be in Guangzhou on October 14-20, 2005

Mexico:

The Technomueble International Furniture fair will be held in Guadalajara, Mexico in June 23-25, 2005. This show is Mexico's largest show for wood furniture.

Expo CHIAC, the home builders show will be in Mexico City on October 18-22, 2005

Japan:

The Osaka Building and Construction show will be held in June

Europe:

Branchentag Holz, the German wood industry show will take place from Oct 19-21 in Wiesbaden, Germany.

Maderalia, a trade show for furniture supply will take place from Nov. 9-12 in Valencia, Spain.

Upcoming Events 2005

Construction Trade Show, Osaka, Japan	June 2005
Hotel Expo, Cancun, Mexico	June 2005
US China Build Mission China	June 2005
AHEC Convention, Beijing, China	June 2005
Technomeuble Expo, Guadalajara, Mexico	June 2005
SEC Board of Directors, - Portland, OR	June 21, 2005
SEC International Staff Reception—Seattle	August 2005
SEC International Staff Reception - Portland	August 2005
China Furniture Supply, - Shanghai, China	September 2005
USChinaBuild mission, - Shanghai, China	September 2005
Expoferretera, - Guadalajara, Mexico	September 2005
Expo CIHAC, Mexico City	October 2005
Music China, - Shanghai China	October, 2005

For links to information on these events go to www.softwood.org/calendar