



## Garden editors tour

The California Redwood Association and the Western Wood Preservers Institute provided program assistance for the western section of the recently completed European gardening magazine editors tour. Six UK and Continental gardening magazines sent editors on the tour to gather US gardening ideas and explore new outdoor concepts which incorporated softwood. The tour covered the South as well as the western US.

The western part of the tour included stops at a Redwood forest to view 1300 year old trees; a hot tub and deck accessory manufacturer using second and third growth redwood and cedar for stepping, cabanas and gazebos; a major decking and fence products supplier who offered redwood, cedar, and western species treated wood choices; a garden products manufacturer producing wooden planter boxes, tubs, fencing products and picnic tables; and a site visit to a new ocean front

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## Taiwanese market opportunities tour

A group of representatives from the Softwood Export Council recently traveled to Taiwan in order to collect information for a market opportunities study on U.S. Softwood lumber in Taiwan. The group consisted of representatives from CINTRAFOR, WWPA, and the SEC. The trip was coordinated with help from the ATO and the State of Idaho Trade representative offices in Taipei.

During the two week tour the group conducted interviews with key government officials, and members of the Taiwanese building and design industry. The travelers also visited construction sites using wood and timber frame construction. A market report / bench marking study will be produced by CINTRAFOR representative Rose Braden. The study will highlight opportunities for U.S. companies and be used to evaluate future SEC marketing

activities in Taiwan. The study is due to come out in July of 2001.

The group toured sites in Hualien, on the East Coast of Taiwan. Hualien is resort / vacation area. Where opportunities currently exist for the use of wood in high end homes and public resort construction.

The group also visited Taichung located in central Taiwan. Taichung County was one of areas hit hardest from the September 1999 earthquake. A large scale government backed housing reconstruction project, consisting of 115,000 family units, is currently under way. Opportunities to introduce multistory wood frame construction as part of the reconstruction efforts do exist. A group of Canadian companies are in the process of proposing several multi-story WFC projects.

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# Markets

May 2001

## Spanish trade show

Construmat is an exhibition of construction products. It is considered the largest exhibition in Spain and one of the largest in Europe. The April exhibition attracted visitors mainly from Spain, but also from Portugal and France.

A total 230,000 visitors came during the 6 days of the exhibition and the number of visitors to the American Softwoods stand reflected this high level of attendance. This resulted in 73 enquiries for further information on American softwood lumber, technical information and distribution, and the depletion of all the literature in display by the fourth day. The SEC European representatives and members of the SEC and the Southern Pine Council manned the American Softwoods stand

The wood construction and interiors fittings sector was well represented through the door, window and flooring exhibitors. The presence of foreign processed wood products such as glulam beams, sandwich panels, other structural wood products, and timber frame housing was noticeable. The eastern Canadians had a sizable contingent of companies and associations.

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## HOMDEX—Korea

This year's HOMDEX show, formerly known as the Seoul Home Show, proved to be a great success for participating U.S. forest products organizations. The show was held March 24<sup>th</sup>- 29<sup>th</sup> at the Seoul Trade Exhibition Center (SETEC), in Seoul, South Korea. The HOMDEX is unique in that it is the only trade show in South Korea that targets single-family housing.

The U.S. wood products industry's presence at this year's home show was concentrated at the U.S. pavilion. It consisted of several booths sponsored by the SEC/AF&PA Seoul office, the State of Washington Office of Trade and Economic Development, the State of Oregon Office of Economic and Community Development, and two U.S. companies.

The 2001 show attracted approximately 25,000 visitors to both the indoor and the outdoor exhibitions. Approximately 700 visitors, at the

U.S. pavilion left their names and contact info. AF&PA staff were on hand to answer any questions that visitors had. Show attendees were mostly architects, developers, designers, and future homebuyers specifically interested in single family housing.

Featured at HOMDEX were several demonstration homes. Examples of 2X4, and log homes from the U.S., Europe, and Canada were presented at the show. The demonstration home attracted large numbers of enthusiastic visitors.

The SEC member organizations, AF&PA staff, and U.S. companies attending HOMDEX found it to be very effective in reaching the single family and wood frame home market in Korea. U.S. secondary wood products producers or housing package suppliers considering business in South Korea, or those looking to expand existing business are encouraged to attend next years HOMDEX trade show.



Allan Czinger, SEC, pictured with Ms. Lee, State of Oregon and Ms. Kang, State of Washington



Jim Snodgrass, Contact Lumber, (WMMPA) and translator Ms. Cho at the U.S. Pavilion

# Programs

May 2001

## New Japanese TVOC standards

### *From the Japan Lumber Journal*

Japanese consumers are showing a higher interest in indoor air quality issues and perceived negative health effects due to the release of volatile organic compounds (VOC). In response to these concerns the Japanese housing industry has taken action in cooperation with the Japanese building product producers. The Japanese Home Producers Federation (JHPF) recently announced revisions to an original 1999 program

These revisions are mainly targeted toward interior finished products, thought to have the biggest effects on indoor air quality, and aim to reduce the release VOC. The new program will require members of the JHPF and their affiliated organizations to enforce the new policy starting October of 2001.

The guidelines for the new program is are:

- 1) Emissions for interior plywood products can be no higher than JAS Fc0 grade emission for MDF, PB should be JIS E0;
- 2) For cabinets, fittings and fixtures plywood shall be JAS Fc0 and MDF, PB should be JIS E0, however core material can be JAS Fc1 or JIS E1, if the surfaces are coated.
- 3) Adhesives and coatings for interior furnishing shall not contain formaldehyde, toluene, xylene and methylbenzene.
- 4) Building materials for interior use that contain di-n-butyl phthalate, or that radiate styrene shall not be used.
- 5) Chlopyrifos shall not be used as a wood preservative.

## Editors tour

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development project, using treated wood.

A highlight of the trip was a tour of projects created by Julian Hodges, an upscale garden products artist who has supplied custom wooden gates, fences, decking, and gazebos to some of the well-known digiteri in Silicon Valley and throughout the Bay area. The group also met with the staff at CRA headquarters to discuss US media activities and trends for outdoor living in the western US.

Initial feed back from the editors was very positive. Each of them gathered good story ideas and a mountain of photographs. Articles in the various European publications should be published beginning in June of this year.

## Future shows

**In Japan**, the SEC will be participating in a promotional seminar on June 22<sup>nd</sup>, 2001 in Sapporo, Hokkaido in conjunction with the Sapporo Housing Fair.

**In Mexico**, the SEC will cosponsor a booth at the TECHNOMEUBLE trade show in Guadalajara, July 5<sup>th</sup> - 7<sup>th</sup>, 2001. The booth will be staffed by American Softwood representative Ramon Echenique Manrique.

**In Taiwan**, the annual Building Materials & Construction Show will be held, September 30<sup>th</sup> - October 3<sup>rd</sup>, 2001. This is the largest building materials show in Taiwan and a good opportunity for companies interested in breaking into this market.

## WMMPA new EVP

Jim Costello was recently confirmed as the new Executive Vice President of the Wood Moulding and Millwork Producers Association, at their annual meeting in Las Vegas.

Jim has spent his entire career in the forest products industry holding senior management positions in Louisiana Pacific, Snider Lumber, Fiberboard Corp, and Sierra Pacific Industries.

Costello holds a Bachelors Degree in Finance and a Masters Degree in Business Administration. He and his wife, Pam, live on a ranch in the foot hills of the Sierra Nevada Mountains, near Sonora, California where they raise wine grapes for the foothills wineries.

## SEC meeting

The spring Board of Directors meeting of the Softwood Export Council has been set. The meeting will be held June 1<sup>st</sup>, 2001, at the Benson Hotel in Portland, Oregon.

The spring meeting will cover both the operating and FAS marketing activities of the SEC and its members, including publications, advertising, trades shows, and trade missions.

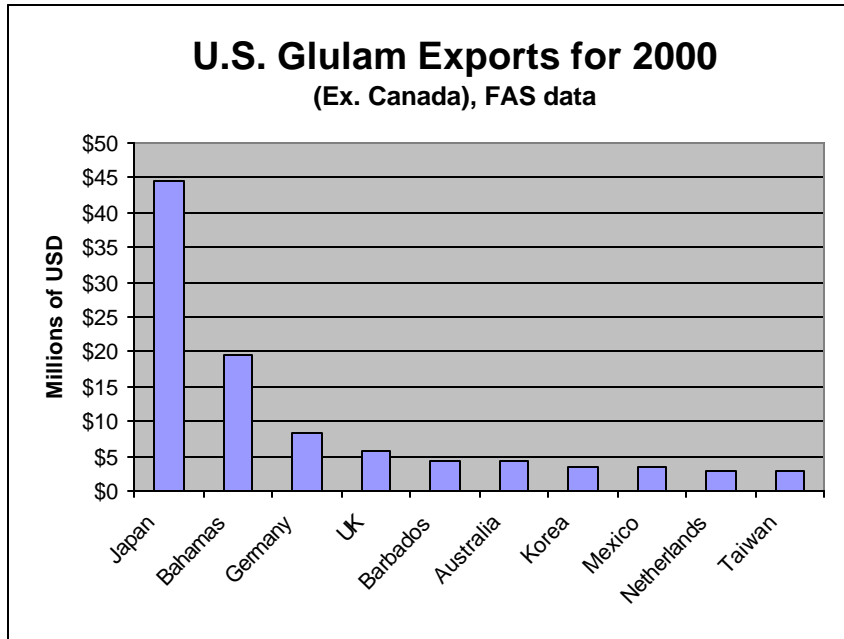
The Board will also discuss the replacement for the Japan office, and review the member allocations for the upcoming FAS budget year, 2001-2002.

# Events

May 2001

## SEC MEMBER ORGANIZATIONS

- Alaska Manufacturers Association
- American Institute of Timber Construction
- California Redwood Association
- Center for International Trade in Forest Products
- Evergreen Building Products Association
- North American Wholesale Lumber Association
- Northwest Wood Products Association
- Oregon Economic and Community Development Department
- OSU Forest Products Department
- Pacific Lumber Exporters Association
- Pacific Lumber Inspection Bureau
- Washington State Office of Trade and Economic Development
- West Coast Lumber Inspection Bureau
- Western Wood Preservers Institute
- Western Wood Products Association
- Wood Moulding and Millwork Producers Association



## Upcoming Events

- Total Construction Materials Fair**; Osaka, Japan; May 15-18, 2001
- Interzum**; Trade Show; Koln, Germany; May 18-22, 2001
- Ligna-Interholtz**; Trade Show; Hanover, Germany; May 21-25, 2001
- Provimueble**; Trade Show; Monterrey, Mexico; May 24-26, 2001
- SEC**; Board of Directors Meeting, Benson Hotel, PDX, OR; June 1, 2001
- Gardner's World Live**; Exhibition, Birmingham, UK; June 13-18, 2001
- Sapporo**; Trade Show; Sapporo, Japan; June 21-24, 2001
- Tecnomueble**; Trade Show; Guadalajara, Mexico; July 5-7, 2001
- CINTRAFOR**; Annual Conference; Seattle, WA; September 24-26, 2001
- Taipei Construction Show**; Taipei, Taiwan; Sep 30 - Oct 3, 2001
- NAWLA Traders Market**; Dallas, TX; October 11-13, 2001
- World Focus On Housing**; Conference, Shanghai; China, Nov 7-8, 2001

For links to information on these events please check [www.softwood.org](http://www.softwood.org)

The SEC is pleased to announce the launch of the newly designed web site. **American Softwoods Europe** Link to it from the [www.softwood.org](http://www.softwood.org) homepage



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