



Softwood Export Council Newsletter

September 2007

In This Issue

SEC Fall Trade Shows
American Softwoods Meeting
2007 Market Analysis
Technical Travel

Quick Links

About us
Membership Benefits
Trade Show Calendar
Travel Requirements
Market Reports

[Join Our Mailing List!](#)

Dear SEC Members

To keep you and your company members better informed in a more timely manner the SEC Portland staff is introducing an electronic format for the SEC newsletter. We hope to move back to a monthly publication schedule and to include special notices on trade shows, seminars and other events.

Please pass this email along to your members so that they may be more fully aware of all the benefits of your membership in the Softwood Export Council.

And let us know what you think.

Craig Larsen Hande Ozer-Buyuksahin

Fall Trade Shows

Join the SEC and American Softwoods staff for upcoming trade shows and seminars. Fall 2007 shows will be in Mexico, China, Japan, Dubai, Germany and Italy. By participating in these trade shows you will increase your market knowledge and provide promotion for your product. Simply check our website for details of your next trip.

[Find out more...](#)



American Softwoods Meeting and Reception

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In July of this year, the American Softwoods cooperators, (APA-TEWA, SPC, and SEC) held a meeting for the international marketing staff in Portland, Oregon. In addition to administrative updates and product training, the meeting as provided a chance to unite members with their international staff and understand recent changes in some international markets.

Your overseas staff came from Japan, Mexico, China, U.K. and Spain. The five day-long meetings allowed American Softwoods staff to understand their different markets as well as U. S. market changes. The staff also had a chance to visit local member companies to increase their product knowledge.

American Softwoods and the American Forest and Paper Association hosted a reception for US members, companies and international staff. During the reception, each international office staff had made presentation about their country and American softwood lumber opportunities. They also answered questions from the member company representatives. The reception was well attended by both local and out of town attendees.

Market Analysis

Countries	2007 Exports
Canada	\$77,512,000
Mexico	\$70,014,000
Japan	\$35,068,000
U.K.	\$26,489,000
China	\$19,379,000
Philippines	\$19,307,000
Dominican Republic	\$16,773,000
Spain	\$13,307,000
Taiwan	\$8,472,000

In the first six months of 2007, US softwood lumber exports increased 15% over 2007 and reached \$375 million.

Exports to the Caribbean decreased (18%) in the first six month of 2007. According to FAS, The Dominican Republic's total market size is still about \$50 million and the United States holds a 65% market share.

U.K., Spain, and Italy were leading European destinations for U.S softwood lumber imports in 2007. Italy imported over \$5 million in rough Douglas Fir (2") while the Spanish market preferred Southern Yellow Pine with an \$13 million value in 2007. U. K. imported total of \$26 million with % 300 increases comparing the first six months of the 2006. S-P-F mix was the

Indonesia	\$7,013,000
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majority of the imports.

During 2007, Southeast Asia was a growing market for American softwoods. The American softwood lumber increased 45% and reached \$28 million. Indonesia imported \$7 million, Taiwan \$8 million, Vietnam \$870,000 and the Philippines \$19 million and became the biggest importer of the region. The Philippines primarily imported Hem-Fir in 2007.

Japan had already imported \$35 million of US softwood lumber. The increasing housing market and the depreciated dollar value played an important role in this more than 100% increase. The Japanese market mostly imported Douglas Fir.

Exports to China increased 65% to \$19 million of American softwood lumber in the first 6 month of 2007. Southern Yellow Pine, Hemlock and Cedar were the leading imported species.

Builders Carpentry and Softwood Moldings Exports

U.S. softwood moldings and builders carpentry exports totaled \$211 million in 2007. Canada imported \$17 million in softwood moldings, \$22 million in window frames, \$34 million in door frames and became the biggest importer of U.S. softwoods in 2007. Mexico followed Canada by \$2 million in moldings over \$1 million in softwoods flooring imports.

By importing \$114 million in builder's carpentry, Canada played an important role in shaping the US builders carpentry exports. Japan followed Canada with \$16 million, U.K. with \$8 million. The Bahamas imported \$23 million, Mexico with \$ 6 million of this \$2.3 million for wood door frames and Ireland imported \$4 million.

Technical Travel



SEC member technical staff from AITC, PLIB, WCLIB, and WWPA will be traveling to two major international softwood technical meetings in September and October. First up is the ISO TC 165 technical committee meetings in Oxford, England. This committee reviews and recommends international standards for softwood lumber uses around the world.

The second meeting is the annual tri-lateral gathering among the US, Canada and Japan for the Building Experts Committee and the Japan Agricultural Standards (BEC/JAS). This year the meeting is in Ottawa, Canada in early October.

Attendance at both of these meetings are vital to keep US softwood products approved and accepted in the various building codes and standards throughout the world.

Softwood Export Council- Promoting the expansion of export markets for primary and secondary softwood products manufactured in the United States.

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