



Softwood Export Council Newsletter

October 2009

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The late September timing for the Vietnamwood show at the Saigon Exhibition Center in Ho Chi Minh City allowed a large contingent of US softwood attendees. SEC US and China staff and member representatives from MMPA, MITC, Idaho, PLEA, OECDD, NAWLA, and SPC were in attendance to help promote the use of US softwood products into the furniture industry and other uses. The 4 day show was expected to draw 16,000 visitors, and had 252 exhibiting companies from more than 20 countries.

American Softwood staff also arranged a tour of the largest wood importer and wholesaler to the furniture industry in the southern Vietnam area. Softwood from throughout the Pacific Rim, including Douglas fir and Ponderosa pine from the Pacific Northwest were observed in stock. This operation, as are many of the furniture plants was funded by Taiwanese investors. An afternoon tour of a major high quality furniture operation was also on the schedule. This 10 building complex provided high quality solid sawn furniture for the US and Europe, shipping to some major US chains and distributors.

The show and tours provided insight into the demands for solid sawn wood and veneers used in the furniture, and in some millwork production. The current market is limited for construction materials, especially wood based products, which are not local in origin. One interesting request was for 2" thick, 20'-30' long VG, Clear Douglas fir, for use in laminating masts and spars in a large wooden ship being built locally.

Tecnomueble 2009

By Fernanda Vale Garcia

This year was the 21st edition of Tecnomueble International trade show. Tecnomueble tradeshow is very well positioned due to its ability to gather the



most important suppliers and distributors in the furniture industry in Mexico. The show was led by the Asociación de Fabricantes

de Muebles de Jalisco (AFAMJAL) or the Furniture Manufacturers Association of the State of Jalisco.

Tecnomueble tradeshow was almost 3,000 visitors from Mexico, US, Ecuador and Brazil. About 85 companies participated within 9,000 square meters or 96,875 square foot in 121 booths. Of all these companies, the distribution by activity is 70% hardware tools, accessories, paintings and machinery and 30% wood and panel distributors. Out of the 30% of lumber, 40% sell hardwoods and 60% softwoods lumber or/and boards and on the other hand 50% are located in Jalisco and the rest in different states in Mexico.

This show provided an opportunity to get in contact with different AMSO members with Mexican lumber and boards importers, as well as, raise awareness regarding the different uses of the American Softwood species and products that are available in the manufacturing sector, such as Ponderosa Pine, Douglas fir, and Yellow Pine either treated or not treated, Plywood, HDO, MDO and OSB. These lumber species and boards have been highly requested among furniture manufactures, constructors and lumber distributors.

The booth visitors wanted to get in contact with US lumber distributors to buy Ponderosa Pine, and US Douglas fir to furniture manufacturers.

FMC Show China 2009

American Softwood exhibited in FMC Show in Shanghai between September 9 and 12. The FMC show had over 600 exhibitors and 35,000 visitors. The majority of the visitors to the AMSO stand were furniture and flooring manufacturers (43%) and distributors (24 %). Architects and builders were also largely represented.



The visitor's most common reason to be at the show was searching for raw material. The next most mentioned reason was gaining market information and looking for new products. The booth visitors had also been asked if they heard about American Softwoods before and the majority of them responded with yes. Hemlock and Ponderosa Pine were the most asked species while Douglas fir and Spruce were close followers. Visitors number one question was till about price information.

For the first 8 months of 2009 China had increased its imports from US with 16% and reached \$20 million. The increased demand for softwood lumber has not only been met by higher production at the country's sawmills, but also from an increase in the importation of lumber. During the first six months this year, China imported 28% more than during the same period last year. However much of the increased demand has been filled by lumber from Russia, Canada and New Zealand.

Market Situation Reports

American Softwood international staff are conducting specific trade servicing missions in Mexico and Europe. These quarterly missions are used to educate the local marketplace about US softwood products and



to gather market information on the use and demand for softwood products. The reports include trade contact information and some product requests.

These trade mission reports show up in the Market research section of the SEC website, but as an added service, SEC will email you the latest reports as they arrive in our US office. Please email me at clarsen@softwood.org and ask to be put on the list for Mexico or for Western Europe.

Japan Office Relocation

Please be informed that the American Softwoods Japan Office will be relocating to the following address effective Tuesday, November 3, 2009. The phone number, fax number and e-mail address will change at the same time.

American Softwoods Japan Office
AIOS Toranomon 9F
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Upcoming Trade shows and Seminars

October

- EXPO CIHAC October 14-17 Mexico City
- Interbuild 2009 October 18-21, NEC Birmingham

November

- Maderalia November 3-6, Valencia Spain
- Japan Home and Building Show November 11-13, Tokyo
- Big 5 Construction show November 23-26, Dubai

December

- JLIA mission December 8-9, 2009, Tokyo
- SEC Annual Board Meeting, December 15, Tacoma

January

- Expo Moboliario, January 23-25, Mexico City


March

- IndiaWood 2010 March 4-8 Bangalore
- A+C Show, March 9-12 Tokyo
- Interzum China, March 27-30 Guangzhou

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

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