



September/October 2011



Softwood Export Council Newsletter

Timber Expo - Coventry, UK

On September 27th and 28th, a group of U.S. softwood lumber representatives traveled to Coventry, UK to participate in the first ever Timber Expo trade show. The two day show is the UK's only event that is dedicated exclusively to the forest products industry. The American Softwoods booth received a steady flow of visitors during both days of the show, where information was exchanged and contacts were made. The Wood Awards, which is the UK's premier architecture and furniture competition, took place during Timber Expo. American Softwoods was a sponsor of the awards, which provided publicity in a highly respected venue. Overall, the Timber Expo trade show was a positive and beneficial experience for those who attended, and will hopefully increase exports of U.S. softwood lumber to the UK.

In the first seven months of 2011, U.S. softwood lumber exports to the UK increased 36% (value basis) compared to the same period last year. Rough fir and Douglas-fir experienced the largest increases. If the U.S. dollar remains weak compared to the British pound, exports of U.S. softwood lumber are likely to increase further in the coming months of 2011.

In This Issue

Timber Expo - UK
China Sawmill Tour
India: An Update
Upcoming Trade Shows

[Join Our Mailing List!](#)

Quick Links

[About SEC](#)
[SEC Members](#)
[Membership Benefits](#)
[Trade Show Calendar](#)
[Travel Requirements](#)
[Market Reports](#)



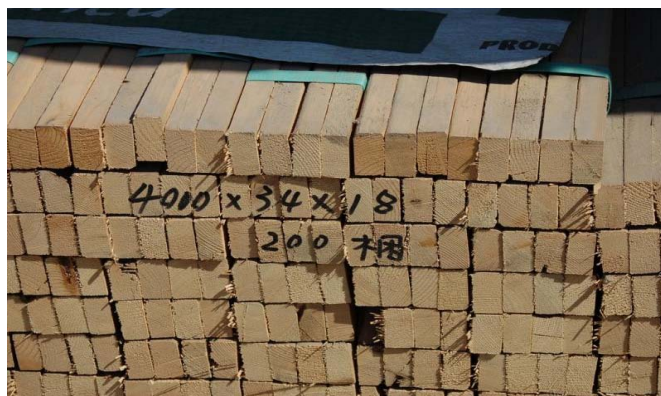
Part of the group at the Timber Expo in Coventry, UK

SEC Fall China Sawmill Tour

The meteoric rise in softwood lumber shipments to China from both the US and Canada has raised a lot of questions about the market and lumber use. Requests from SEC member organizations, and some additional funding from the Foreign Agricultural Service, led to the development of the first China Marketing Mission to help companies understand this quickly developing market.

Lead by SEC China and US Staff, 24 lumber company and grading association members got their first look at the current Chinese softwood lumber market. The 5 day introduction tour of the Chinese market began in Shanghai at the port docks viewing both lumber and log shipments and finished on Friday in Beijing at a meeting with the China Timber and Wood Products Distribution Association.

The trip included visits to two Chinese sawmill complexes, two remanufacturing facilities, two wholesale distribution companies, a major wood building materials market, a wooden house manufacturer, two wood frame housing sites, and concrete high rise site with wood forming. A quick tour of some old stone ruins (the Great Wall) was included mid week.



On Tuesday afternoon the SEC sponsored the first American Softwoods Roundtable conference in Shanghai. The conference included presentations by both the US and Chinese delegations on their respective markets and was followed by a reception for forty Chinese importing companies. Each US company delegate and his or her company were introduced which made for an interesting card exchange session during the reception. A similar reception was held in Beijing on Thursday with a

guest list of 45 Chinese importers with similar meet and greets opportunities.

Comments from the tour participants and Chinese importers were all positive and a second mission is being developed for late March 2012. The participants found the Chinese exporters were eager to meet them and discuss possible business. The Chinese mentioned that even though 38 mm stock is not the preferred dimension, since they were using it all for remanufacturing or concrete forming, they are adapting. The Chinese also asked for additional education on North American lumber grading and other wood product uses. Attending US western grading agencies agreed to mutual cooperation and continued exchange of ideas with their Chinese counterparts.



India: An Update

By Rod Wiles

During the first half of the year, imports of softwood lumber into India have shown a considerable increase. The leading suppliers, aside from New Zealand, were Germany, Canada, and the United States. The latter is particularly surprising and this marks a significant change in the market, which has been relatively resistant to imports of American softwoods up until now. The volume imported from the United States was made up of a range of species, as follows: Douglas-fir (3.2 million board feet), other pine (1.5 million board feet), hemlock (1.8 million board feet), and southern pine (5.5 million board feet). The total value of U.S. softwood lumber shipped to India in the January to June period of this year reached USD 7.9 million, which is considerable more than any other wood products supplied from the U.S.

Based simply upon recent export data and economic indicators, the outlook for American softwoods in India is very promising. In fact, it would seem that a variety of American species are, at last, becoming better known and accepted by the wood processing and construction sectors.

In terms of appearance grade softwoods for furniture and interiors, future market potential depends very much on the development of the "organized" wood processing sector. This segment of the overall wood industry remains small, in comparison to the cottage-based sectors, but there are an increasing number of larger and mechanized manufacturers, who require quality raw materials with minimum preparation and maximum yield.

Upcoming Trade Shows

Due to a limited increase in funding in 2012, and a large number of additional participants, certain trade shows and trips may be limited through SEC funding. If you are planning to participate in any shows during the first half of 2012, it is suggested that you make a reservation with Natalie, now.

To view the trade show calendar for the entire year, visit <http://softwood.org/CALENDAR.HTM>

Expo CIHAC, Mexico City, Mexico, October 18-22

USCB Sales Mission, China, November 7-11

*Japan Lumber Importers Association Meetings
Tokyo, Japan, December 5-7*

Expo Promueble, Mexico City, Mexico, January 25-28

India Wood, Bangalore, India, February 10-14

NOTE:

Carrefour du Bois, Nantes, June 2012

This show has limited hotel space. AMSO has a limited number of hotel rooms and can only hold them until Jan 2012. If you are thinking about this show, please contact SEC for information as to how to hold a room reservation

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



PO Box 80517
Portland, Oregon 97280

6980 SW Varns Street
Tigard, Oregon 97223

Phone: (503) 620-5946

Fax: (503) 684-8928

natalie@softwood.org