



Softwood Export Council Newsletter

FALL 2004

China Staff



The Softwood Export Council and AF&PA have hired Ms. Elisa Xie as the new Program Manager in China. Her responsibilities will cover both the promotional activities for softwood interiors and support to the China Director in trade policy and public relations issues. She will be working directly with both the Program Managers based in the US, and the AF&PA Director for China based in Beijing.

Ms. Xie comes with both excellent

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US China Build a success

By Rose Braden USCB

the US-China Build Program led a group of representatives from 15 US companies and wood products associations on a sales mission to Shanghai, Beijing, and Ningbo, China during the third week of September. The mission included half-day seminars about wood frame construction and US building materials in each of the cities.

The lead presentation was about hybrid and wood frame design and construction by Xu Fang, from American Forest & Paper Association, and the seminars included ten, 15 minute presentations by the participating US organizations. Each seminar was accompanied by mini-trade shows featuring US building materials and services. Sponsorship and support for the mission was provided by the USCB partners: The Evergreen Building Products Asso-

ciation, AFPA, APA-The Engineered Wood Association, The Softwood Export Council, The State of Washington Office of Community, Trade & Economic Development, CINTRAFOR, the US Department of Commerce and the USDA Foreign Agricultural Service.

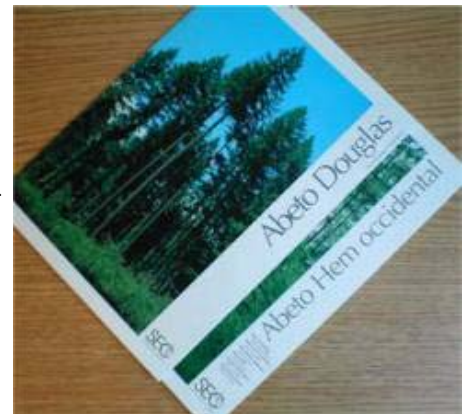
This year's seminars were well attended by construction professionals and importers. Three hundred and seventy-one architects, developers, manufacturers, distributors, government, importer/traders, designers and members of the media attended the three seminars. Local Chinese government officials and US Embassy representative gave welcome remarks to the audiences about the strengthened trade relationship between the US and China and trends in China's construction market.

Species publications now in Spanish

SEC publications on Douglas fir, Hem Fir, and the Species and Grades guide are now available in Mexican Spanish as hard copies. These publications have only been available on the web for download in the past.

These publications will join Ponderosa pine as the new base of information for increased promotion in Mexico. The publications will first roll out to the public at the upcoming Provimueble wood and furniture supplier trade show in Mexico City in January. Copies of the publica-

tions are available from western softwood lumber grading agencies and the SEC office.



Markets

Fall 2004

Music China Show

Representative of two SEC member organizations participated in the Music China show in Shanghai in October. The primary purpose of SEC participation was to promote America western spruces to the China musical industry. This is the first time for PLIB and PLEA member representatives. There were 735 exhibitors including Chinese traditional instruments, accessory manufacturers, trading companies, raw material suppliers and piano/guitar manufacturers. US industry representatives visited each of the booths and distributed the new SEC handout on US western spruces, and other species.



According to some statistic figures 70% of the piano and guitars in the world are manufactured in China;. China has the advantage in terms of low labor cost. 90% if a guitar is made of wood and as for a piano, it is about 70%. China used to get local species such as Tibet Spruce, Yulin Spruce from Northeast and Lijiang Spruce from Southwest. The local supply is getting tighter and tighter due to the government's

new forestry regulations, and the international market prefers higher quality pianos and guitar which require better raw material such as Engelmann and Sitka Spruce and Western Red Cedar.

The US industry members felt that China needs the specialty softwood lumber from the US and also think it is a right time to promote America spruce in China.

(Continued from page 1) Xie education and working experiences. Her educational background includes Business and Management studies from England. She also has a Diploma in International Trade & Economics, and an Advanced Diploma in Business Management. Prior to joining the SEC, she has worked as Marketing Executive at the American Agricultural Trade office in Beijing, and has been directly involved coordinating and setting up of Trade shows and seminars for different associations and commissions.

APHIS rules

By Michael Hicks FAS/FPD

USDA/APHIS published the long-awaited rule on the importation of wood packaging material on September 16th 2004. The rule will take effect one year from the published date, i.e., September 16, 2005, to allow countries sufficient time to put in place the necessary measures to meet the U.S.' new requirements.

Beginning September 16, 2005, wood packaging material entering the United States will have to be heat-treated or fumigated, and marked in a visible location, with a legible and permanent mark (as per the international standard, ISPM 15) indicating that the article has been treated as required.

On September 24, 2004, the Mexican Secretariat of the Environment and Natural Resources (SEMARNAT) published in the Diario Oficial (Mexico's "Federal Register") new phytosanitary measures proposed for wood packaging materials used in the international trade of commercial goods. These measures are designed to bring Mexico in compliance with ISPM 15.

Australia, Turkey, Brazil, and the EU have all issued recent similar notifications on wood packaging materials.

For more complete and updated information go to: www.fas.usda.gov/ffpd/wood_trade_policy.htm or link through the SEC home page, www.softwood.org.

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Craig Larsen, President
Paul Boardman, Director, Intl Markets

Programs

Fall 2004

Boardman to China



Paul Boardman has recently left the Director of International Programs position at the Softwood Export Council to take on the challenges of the in country China Director position for the AF&PA in Beijing.

With his extensive program management background at the SEC, CINTRAFOR and the State of Washington, and his time as the Japan Director for AFPA in the late 1990's he was the almost perfect candidate for the position.

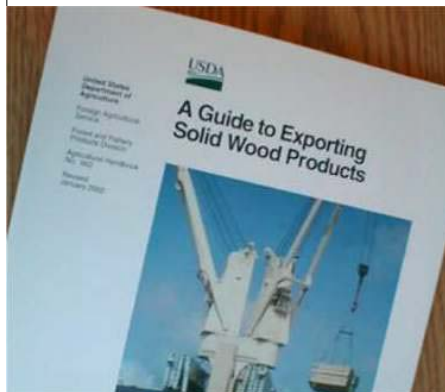
While losing a valuable staff member, SEC considers the placement as a positive move. Paul, along with current AFPA staff in China is immediately providing improved direct support for current American Softwood programs and activities, including the hiring of the new program manager in Beijing. Paul can be contacted at the AFPA Beijing



The three US softwood cooperators under the FAS Market Development program continue to work toward a cohesive program and market appearance approach. To further the appearance of a unified structure in

Exporting Guide

The SEC has received a supply of the USDA publication, "A Guide to Exporting Solid Wood Products". The guide is intended to help US wood products producers and exporters to prepare for export markets by providing them with a brief overview of the necessary steps in developing a successful export marketing strategy. It details how to obtain accurate, up to date export market information so that the production and shipping of U.S. wood products can be done profitably. It also refers



and links to numerous other informational resources of interest to export minded wood organizations.

The SEC will supply this publication free of charge while the supply lasts. Contact Craig Larsen.

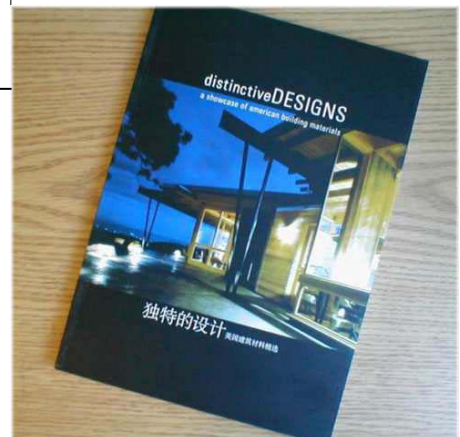
country, the international softwood offices of the APA The Engineered Wood Association, Southern Pine Council, and the Softwood Export Council have developed a logo to identify the local offices and be used at trade events. The logo will be used on business cards and letterhead, but the three cooperators will also be identified.

China Design Book

"*Distinctive Designs – A Showcase of American Building Materials*" has been released in China by the US-China Build Program of EBPA. Produced in cooperation with AF&PA, APA-The Engineered Wood Association, AHEC, Softwood Export Council, and the Southern Pine Council, the book features concepts and design ideas for use in various types of construction projects in China.

Intended to provide designers and end-users with ideas about how to integrate wood and non-wood U.S. building materials into projects in China, the full-color Chinese-English publication highlights the design flexibility of U.S.-made building materials in residential, commercial, institutional and specific uses for interior, structural, preservative treated, engineered applications.

The book is on the USCB web site <http://www.uschinabuild.org> for online viewing. Hard copies of the publication will be available \$15 to cover shipping and handling. To order, contact Rose Braden, US-China Build at (503 248-0406). E-mail rbraden@uschinabuild.org.



Events

Fall 2004

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

Washington State Office of Community Trade and Economic Development

West Coast Lumber Inspection Bureau

Western Wood Products Association

Wood Moulding and Millwork Producers Association

US China Build office move

Rose Braden has moved the US China Build office to Portland Oregon and has relocated in the SEC offices. Her new telephone number is 503-248-0406 and fax number is 502-248-0399. Email remains the same.

First quarter events —2005

SEC Staff and member organizations will be participating at a large number of shows and seminars in the winter of 2005. **Provimueble** in Mexico City, in late January, **Bouwbeurs** in the Netherlands, in February, and **US Softwood China Week** in March are all top shows for US softwood products. Information and direct links on these and other shows and events is available on the SEC website. Your organization and your members are strongly encouraged to join the SEC international marketing staff at these and other trade shows and activities. Mark your calendar for your participation. Contact SEC Portland for travel assistance through the ACP program

Upcoming Events 2004—2005

Building China , Beijing	November 2004
Japan Lumber Importers Meeting , Tokyo	November 2004
Japan Home Show , Tokyo	November 2004
Home Builders Show , Osaka	November 2004
China Intl Furniture Fair , Beijing	December, 2004
SEC Board of Directors , Portland	December, 2004
International Home Builder Show , Orlando	January, 2005
ProviMeuble-Mexico , Mexico City	January, 2005
Kyung Hyang Housing Fair , Seoul	February, 2005
Internationale BouwBeurs , Utrecht	February, 2005
Interzum Guangzhou Trade Mission , Guangzhou	March, 2005
Wood Mac China Trade Mission , Shanghai	March, 2005
Architecture & Construction , Tokyo	March, 2005

For links to information on these events go to

www.softwood.org/calendar

Bee comes to Portland

Thidawan ‘Bee’ Chiamsiri joined the Portland staff as an intern with the SEC office in November.

She is originally from Thailand and will be finishing her Master Degree of Business Management from Marylhurst University in this fall. Her responsibilities will cover accounting expenses, promotional events, and coordinating information with the SEC members.

