



Softwood Export Council Newsletter

JUNE 2000

AWDA showcases US timber in Japan

The American Wood Design Award winners were recently recognized at the Japan Housing Conference in Yokohama Japan. US Ambassador to Japan, Thomas Foley, presented the Best of Use awards to the winning Japanese architects

The AWDA program coordinated by AFPA in Japan received more than 160 submittals by the close of the program. The entries were judged by a panel of Japanese and US architects.

(Continued on page 2)



Masayuki Akita receives an Citation award for 2x4 use from Craig Larsen, SEC, and Ikuo Yamaguchi, SEC-Tokyo

In this issue

China technical support	2
Wood windows in Japan	2
Australia wood stats	2
Wood seminars in Spain	3
Japan technical program	3
SEC contacts updated	3
Trade show and Events	4

Japanese delegation visits US suppliers

A group of nine representatives of the Japanese forest product trade visited toured Oregon and Washington to meet with SEC members. The tour was held May 7-13 and led by Ikuo "Yami" Yamaguchi, Director of the SEC Tokyo office.

The delegation included 7 buying managers from 6 companies who are looking to import more U.S. softwood lumber. The group also included a reporter from the Japan Lumber Journal.

North American Wholesale Lumber Association, Pacific Lumber Exporters Association, Pacific Lumber Inspection Bureau, West Coast Lumber Inspection Bureau, and Western Wood Products Association teamed up to host the group. During the week, the delegation visited Frank Lumber Company, Fort Hill Lumber

Company, Hanel Lumber Company, Columbia Vista Lumber Company, Stimson Lumber Company and Glulam plant, and West Coast Forest Products. The group also met with the PLEA Board of Directors and toured wood construction projects in Seattle.

The hosting organizations sponsored two receptions for the group. The Portland and Seattle events combined to allow over 50 Northwest forest products suppliers to meet with the group and exchange market information.

Delegation members were impressed with the high quality and excellent selection of products from the area. Their wide range of interests included lam-stock, metric post and beam sizes, and dimension lumber. For a complete list of participants, contact the SEC.

more photos from the delegation visit inside



Hitoshi Sua of PLIB-Member West Coast Forest Products shows Japan-bound lumber to the group of Japanese importers.

Markets

June 2000

China tech support

The new technical consultant representing the US wood products industry for China, can now be reached at the following address:

Xu Fang
American Forest & Paper Assn
Rm. 306, 3/F, Building A
Far East International Plaza
#299 Xianxia Road
Shanghai 200051, China

PH: (86-21) 6270-2222, ext. 320
FAX: (86-21) 6270-5555
(temporary fax line)

All general inquirers, and requests should still go through the Beijing office

Australian stats

The Australian Bureau of Agricultural and Resource Economics (ABARE) has statistics and other market information about the Australian forest products industry available over the Internet. Visit www.abare.gov.au/research/forestry.htm.

Contact Information

Softwood Export Council
520 S.W. Sixth Avenue #810
Portland, Oregon 97204 USA

Phone: 503-248-0406
Fax: 503-248-0402
Email: info@softwood.org
Web site: www.softwood.org

Craig Larsen, President
Dick Krieger, Program Manager
Haley Richards, Administrative Assistant

Wood windows in Japan

by KAZUHISA TAKABATAKE -
USDOC - Osaka

The market of wood windows and vinyl windows in Japan, which had an extremely small market share until 1990, has experienced significant growth in the 1990s. The market size in 1999 was estimated at US\$70 million for wood windows and US\$325 million for vinyl windows. Sales of wood and vinyl windows are expected to grow because of several reasons. First, the numbers of imported housing and 2x4 houses are expected to grow steadily. Second, traditional post-and-beam houses will likely use more wood and vinyl windows. Third, deregulation of fire regulations for windows will allow some types of wood windows to be used in quasi-fire zones. Fourth, an increasing number of Japanese homebuyers are interested in

(AWPA - Continued from page 1)
the SEC and its members sponsored two special citation awards, one for use of dimension lumber and one for the best overall use of US softwood products.

The Inba House was selected as the SEC special citation award for Douglas fir and overall product use. It was also selected as the best overall residential design of the program by AWDA judges. The Champignon Garden was selected as the best use of US dimension lumber

The SEC sponsored awards will be used in advertising and product promotion during the fall and winter campaigns in Japan. The projects may also be used in future SEC publications including the new Douglas fir species book.

purchasing energy-efficient housing which will increase demand for energy efficient American windows.

Most Japanese manufacturers of wood windows produce European style wood windows which do not have aluminum or vinyl exterior clad and are of high quality which are used primarily in expensive custom houses. On the other hand, American wood window makers offer a wide variety of design options and products which enjoy a cost advantage over Japanese made wood windows

Homebuyers' demand is a key factor in homebuilders' decisions to use imported building materials including wood and vinyl windows. Major reasons for choosing to build with imported materials include quality, design and cost. Shorter delivery times, better after-sales service, Japanese language catalogs and installation manuals are important to increase market share

The only significant regulations affecting usage of wood windows are fire safety regulations under the Ministry of Construction-supervised Building Standard Law. In most cases, wood windows may not be used in fire and quasi-fire zones. To be used in these zones, windows must be tested and approved. A new group approval system introduced for wood windows should make it easier for manufacturers to obtain approval.

To read the complete report from the Department of Commerce, go to the SEC website market research section

Programs

June 2000

SEC staff provides wood seminars in Spain

by Ignacio Martinez SEC Spain

A series of seminars was arranged in four different Spanish cities in a region known for its wood processing industry. These seminars reinforced awareness of the quality and availability of American softwoods for production of doors and windows.

The seminar venues encompassed the major door factory concentration in Spain, and a relevant local furniture industry. A leading wood finishing representative was invited to present the latest developments in the protection of wood products exposed to the exterior with solutions to frequent repair work and to counteract perceptions about poor performance of wood products

in exterior applications. Although US lumber is broadly known, it was deemed necessary to reinforce the characteristics of lumber specially suited for products made here. The sessions included information on the wood grades and characteristics of the pine, discussion of the allowable characteristics within grades with reference to the standards and the specific needs of the door and window market.

The wood finishing company representative presented the current trend towards the use of waterborne decorative treatments, which make this product well suited for use with softwoods in general.

Tech seminars in Japan

A five city technical seminar program targeting traditional post and beam builders will take place June 19-23 in Tokyo and four other cities in the Tokyo area.

The series is organized by the State of Washington and co-sponsored by the American Forest and Paper Association and JETRO. The American Consulate General Osaka-Kobe has also lent support.

The program, entitled "Installing Imported Doors and Windows in Post & Beam Housing: Ordering, Installation and Finish Details", aims to help builders of traditional Japanese post & beam housing better understand and use American building products which have often been considered only suitable for imported 2x4 structures.

The program schedule will include a hands-on technical demonstration of installation techniques by an American homebuilder with experience building in Japan, a mini-trade show featuring American building materials, and a panel discussion with representatives from American door, windows and molding manufacturers.

Over 300 Japanese building professionals are expected to attend. American building materials suppliers are being recruited to participate in a catalog exhibition which will take place during the mini-trade show. In addition, American door, window and molding companies are also being recruited to participate in the panel discussion and the mini trade show.

Association and staff updates

PLIB moves

The Pacific Lumber Inspection Bureau has relocated its offices to :
33442 First Way South , Suite 300
Federal Way, WA 98003.
Telephone 253-835-3344.
Fax: 253-835-3371.
Email: plib@foxinternet.com
Website: www.softwood.org/plib

The new office is staffed by Jeff Fantozzi, PLIB secretary-manager and Hannah Petersen, responsible for accounting, grading certificates and general office functions.

SEC Staff addition

The pleasant voice you hear answering the telephone at SEC is Haley Richards. She has joined the SEC staff as our part time Administrative Assistant. She is a recent high school graduate and an accomplished ballerina.

WMMPA Staff additions

Mike Massa and Kimberly Lister have joined the staff at the Wood Moulding and Millwork Producers Association. Mike is the new Assistant Executive Vice President. He will assume Bob Weiglein's position upon his retirement later this year. Kimberly has joined the

Knoll joins SEC

Knoll and Company, and internationally recognized and award winning Advertising and Public relations agency for the forest products industry has joined the SEC as a Supporting member. In addition to the SEC, the agency works with the SFPA, and major regional companies in the Pacific Northwest.

Events

June 2000

SEC MEMBER ORGANIZATIONS

American Institute of Timber Construction

California Redwood Association

Center for International Trade in Forest Products

Evergreen Building Products Association

North American Wholesale Lumber Association

Oregon Economic Development Department

OSU Forest Products Department

Pacific Lumber Exporters Association

Pacific Lumber Inspection Bureau




























West Coast Lumber Inspection Bureau

Western Wood Preservers Institute

Western Wood Products Association

Wood Moulding and Millwork Producers Association

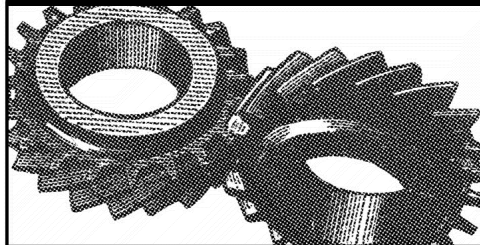
Upcoming Shows and Events

-  Gardeners' World Live, Birmingham, UK - June 14-18, 2000
-  NAWLA/OECDD/WWPA/EBPA China Tour - June 18-24, 2000
-  EBPA; Summer Gateway Housing Program, Seattle, WA; June 26-27
-  European Wood Council, Lunenburg, Germany - June 26-30, 2000
-  AWSIA; Trade Show; Sydney, Australia; July 12-15, 2000
-  ATMAC 2000 & Frame Australia, Melbourne, Australia-July 14-19, 2000
-  PLIB / WCLIB / WWPA Australia Tour - July 16-22
-  Country Home Developers Show; Trade Show; Seoul, Korea; Aug. 2000
-  Japan Do-It-Yourself Show, Tokyo, Aug 25-27, 2000
-  National Wood Window & Door Assoc.; Nashville, TN; Aug. 5-9, 2000
-  WMMPA; 37th Membership Meeting; Colorado Springs, CO; Aug. 16-19,
-  Country Style Housing Fair; Trade Show; Seoul, Korea; Sept. 2000
-  Furniture Manufacturing and Supply Expo; Shanghai, China; Sept. 2000
-  Woodworking Ireland; Trade Show; Dublin, Ireland; Sept. 9-11, 2000
-  Imported Housing Materials Expo, Kobe, Japan - Sept. 28-30, 2000
-  APA-The Engineered Wood Assoc.; Annual Meeting; San Antonio, TX; Sept. 29-Oct. 3, 2000
-  Southern Forest Products Assoc.; Annual Meeting; New Orleans, LA; Sept. 30-Oct. 3, 2000
-  International Furniture Fair; Trade Show; Seoul, Korea; Oct. 2000
-  EBPA; Fall Gateway Housing Business Program Nov., 2000
-  NAWLA Traders Market; Dallas, TX; Nov. 2-4, 2000
-  International Forest Products Marketing Conference, Seattle, Nov. 12-14
-  SEC Annual Meeting and UES Planning Session Nov. 14, 2000
-  ASFI; Trade Show for Furniture Supplies; Birmingham, UK; Nov. 12-15,
-  Japan Home Show, Tokyo, Japan - Nov. 14-17, 2000
-  International Furniture Fittings 2000; Trade Show; Kuala Lumpur, Malaysia; Nov. 26-29, 2000
-  International Furniture Fair 2000 – Tokyo, November 21-24, 2000
-  Housing Expo; Trade Show; Seoul, Korea; Dec. 2000

Get information about SEC members, markets, and activities via the Internet by visiting:

www.softwood.org

★ CAPTAINS OF CREATIVE INDUSTRY ★



NAVIGATING STRATEGIC MARKETS WITH WOOD PRODUCTS PARTNERS SINCE 1952.

KNOLL & COMPANY
 ADVERTISING & PUBLIC RELATIONS
 PORTLAND, OR
www.knoll-adpr.com