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November/December 2011



HAPPY HOLIDAYS

Softwood Export Council Newsletter

New SEC Website and Logo

The SEC website underwent a complete overhaul, and is now new and improved! The website is still located at www.softwood.org, but a lot of the content and organization has been changed. In addition, SEC has a new logo. It can be seen on the website and at the very top of this newsletter. If you have any comments or concerns about the new website, or can't find the information you're looking for, Natalie is here to help. Send her an email and she will do her best to help you!

In This Issue

New SEC Website and Logo
Vietnam Wood Trade Show
China Seminars/Sales Mission
BEC/JAS Meetings
Upcoming Trade Shows

Quick Links

[About SEC](#)
[SEC Members](#)
[Membership Benefits](#)
[Trade Show Calendar](#)

Vietnam Wood Trade Show

In October, SEC and SFPA travelers journeyed to Ho Chi Minh City, Vietnam to participate in the 9th annual Vietnam Wood Trade Show. This year, the American Softwoods booth was one of more than 450 booths representing over 20 countries. More than 100 visitors stopped at the American Softwoods booth. The majority of booth visitors were furniture manufacturers, distributors, and design professionals.

In addition to the trade show, the American Softwoods delegation visited a furniture manufacturing facility. The site visit allowed the delegation to see firsthand how furniture is manufactured in Vietnam, as well as potential opportunities for U.S. softwood lumber.

The trade show and site visit helped educate both the Vietnamese buyers/manufacturers as well as the U.S. delegation. The Vietnamese buyers learned about the various applications for U.S. softwood lumber, while the U.S. exporters gained a better understanding of the needs and wants of their Vietnamese customers.



China Seminars/Sales Mission Attracted Largest Audiences to Date

By Rose Braden

The Evergreen Building Products Association's US-China Build Program led a group of eleven US building materials companies to China during the week of November 18.

The sales mission included seminars in Nanjing, Chongqing, and Chengdu, which together, attracted the largest audiences during the USCB program's ten-year history with 150, 215, and 180

respectively.

Each seminar began with a keynote presentation about various applications for US wood and non-wood building materials. The presentation also highlighted the benefits of US building materials, such as consistent quality, third party certification, sustainable supply, and sustainable business practices.

Individual company representatives gave presentations that delved deeper into applications, manufacturing processes, and benefits of their specific product.

The informational presentations generated discussion during the table top display session. Companies displayed small samples, shared project and manufacturing facility photos, and exchanged contact information with seminar attendees to further discussions.

US company representatives reported making several business contacts that will bring them back to the cities for follow up meetings.

In addition to the seminars, US company representatives visited Cogent Homes, a panelized home manufacturer, visited a golf clubhouse and a high end resort that used US building materials, and met with the project developers. Past missions have included meetings with major regional distributors. These meetings have resulted in immediate sales for mission participants.

Construction professionals and distributors in Chongqing and Chengdu, in western China, appear particularly interested in learning about and using new technologies. Attendance at USCB seminars in western China has been strong over the years. Not only are these cities less frequently visited by foreign delegations, but the cities are growing distribution and manufacturing hubs, thanks to funding through the government sponsored Western Development Strategy.

EBPA will return to China with a spring sales mission during the week of May 14, 2012.

Building Expert Committee and Japan Agricultural Standards Technical Committee Meetings

From October 17-19, 2011, the 22nd annual Building Expert Committee (BEC) and JAS Technical Committee (JAS) meetings took place at the World Forestry Center in Portland, Oregon. Each year, government and industry officials from Japan, Canada, and the United States meet to discuss building codes, testing methods, product standards, research programs, and housing policies.

During the JAS meeting, Japanese officials reported that the number of JAS certified mills has increased from 2010. The majority of increases were seen among plywood mills in Asia and North America, which was likely due to the increase in plywood demand as a result of the 2011 earthquake

and tsunami. The JAS meeting was followed by a reception that gave participants from all three countries a chance to interact and discuss the topics further.

The BEC meeting began with a presentation from the Japanese delegation. The presentation was about the 2011 earthquake and tsunami, and covered characteristics of the earthquake, damage done to wood buildings due to ground motion, and damage done to wood buildings due to the tsunami. The meeting progressed with a wide variety of presentation topics including recent developments and status of Cross Laminated Timber (CLT) (Canada), merits for using light frame trusses for medium and large scale wood buildings (USA), strengthened measures to improve energy efficiency in buildings (Japan), and several others.

The BEC/JAS meetings concluded on the 19th with a variety of site visits. The group toured a mid-rise wood frame construction project, a completed glulam bridge, and two glulam roof projects.

Next year, the 23rd annual BEC/JAS meetings will take place in Japan.

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 Promueble, Mexico City, Mexico, January 25-28

India Wood, Bangalore, February 10-14

This show is FULL.

KH Housing Fair, Seoul, Korea, February 22-26

Only one spot remains for this trip.

Architecture and Construction Materials Show, Tokyo, Japan, March 6-9

Introduction to China Trade Servicing Mission, March 19-24

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

[Forward email](#)



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