



# Softwood Export Council Newsletter

SUMMER 2007

## Staff meeting

The international office staff from all the overseas American Softwoods offices will be gathering this summer in Portland Oregon from July 9<sup>th</sup> through the 14<sup>th</sup>. Staff from China, Japan, the United Kingdom, Spain, and Mexico will participate in administrative, marketing, and product training.

American Softwoods is the organizational name used in overseas markets by the three softwood cooperators, APA-The Engineered Wood Association, Softwood Export Council, and the Southern Pine Council.

A “Meet your overseas staff” reception, open to all members and staff of the American Softwood cooperators will be held on Thursday evening July 12 beginning at 5:30 pm at the Paramount Hotel in downtown Portland. RSVP to Hande at the SEC Portland office. Check the SEC website for directions.

## Japan spring materials show

The annual Japan Architecture and Construction show took place at Tokyo Big Site during the first week of March. SEC and APA had two booths to promote U.S. engineered wood products and softwood lumber including glulams made with Douglas fir and Southern Pine, Plywood, and OSB. Pictures of heavy timber U.S. glulam constructions in Japan such as the Gunma Kokusai Academy in Gunma, Japan, the Gym of Kuzutsuka Junior high school in Niigata, Japan, and the Goodman School in the US were key to the display



The Architecture and Construction Show (ACS) focuses on architects, specifies and a wider range of commercial products. ACS offers additional exposure to US wood building materials over and above builders who tend to frequent the fall Japan Home Show. Attendance at ACS was 140,357 for 4-day trade show. The Japanese economy

shows signs of strong recovery. According to experts unlike previous recovery trends, domestic consumption has been the dominant factor in leading the growth.

The American Softwoods booth received inquiries about the characteristics of U.S. Species, strength, sizes, grains, JAS certification, glue, and the systems of forest managements in the U.S. In 2006, Japan imported \$42 million American softwoods a 22% increase over 2005.

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## Exports on upswing

US softwood lumber export markets got off to great start in 2007. The first quarter of 2007 shows that total export softwood lumber shipments reached \$168.8 million, 28% greater than the \$131.7 million shipped in 2006.

Leading counties include China up 112% to \$8.1million, the Philippines up 55% to \$ 8.1 million, Japan up 149% to \$16.5 million, Mexico up 33.5% at \$29.4 million and the European Union up 58% to \$30.4 million. Canada continues to be the

number #1 export destination for US softwoods at \$33.9 million, up 13%.

The biggest mover market was the United Kingdom, which was up 611% at \$16.5 million. \$13.4 million of that was SPF aimed at the framing market. Exports by the major species to other markets include the Philippines which were all Hem-fir and Douglas fir, Mexico was Ponderosa pine, Spruce, treated, and finger jointed lumber, Japan was all Douglas fir, China continues taking Incense, and Western red

*(Continued on page 3)*

# Programs

Summer 2007

## China spring shows and seminars

By Hande O. Buyuksahin  
American Softwoods and its members PLEA and MITC participated WOODMAC 2007, Interzum Guangzhou trade shows, and technical seminars that were designed by Softwood Export Council. The events took through March 18-31, 2007.

### WOOD MAC

The two weeks long events started with WOOD Mac 2007 tradeshow in Shanghai. The four day trade show attracted a total of 395 exhibitors companies from 19 countries joining the shows at exhibition center. The WoodMac Trade Show along with FurniTek and Wood Build combined exhibitors from hardware, components and accessories, lumber, sawn timber, veneers, wood panels, and flooring. The American Softwood booth had 180 visitors from different regions of China. The booth also had made good place to network for the member companies. Price and the availability were the most popular questions among the booth visitors.



PLEA, MITC and American Softwoods in INTERZUM Guangzhou

In the last day of Wood Mac trade fair, The American Softwoods conducted its first seminars in Shanghai Crowne Plaza. There were about 70 attendees at the seminar which included Shanghai local architects, interior designers, distributors, and builders.

### American Softwoods Seminars

The seminars designed to present American softwood species and interior applications. Also, give an opportunity to member companies to make presentations and present their products to the attendees. The speakers, Roger Williams an architect from WA and Jessie Young, architect and designer from Taiwan, made presentations and answered questions from the audience. In their presentations both architects

used American softwood species and demonstrated how to use the species in various projects. The second week of China mission started with the last seminar in Guangzhou. The seminar was well attended, 117 attendees, by architects, city planners and interior designers. After the presentations the audience came up with numbers of questions. This allowed both speakers and company members to answered their questions and build contacts in local market. The seminar allowed the architects and interior designers to understand the wide variety of American softwood species and its quality in both construction and interiors.

### INTERZUM Guangzhou

The Interzum Guangzhou trade show started with the beginning of the week. The Interzum GZ is recognized as Asia's most comprehensive woodworking machinery and accessories fair since 2004. Over 400 exhibitors from raw material to woodworking and machinery industry participated the show. The American Softwoods booth showcased the species and pictures of applications. The booth had over 180 visitors who were mainly furniture manufacturers and raw material importers. During the trade shows American Softwoods

also conducted site visits to Yuzhu International Timber and Wood Wholesale market.



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## Programs

Summer 2007

### Interzum Cologne 2007

By Eddie Pierce

The Interzum trade show in Cologne, Germany held over the period of May 9 - 12, 2007 is the largest show in Europe for manufacturers and suppliers of materials, hardware and components to the furniture industry, attracting around 140,000 visitors over 5 days. Timber and timber products are of high interest to interior and furniture designers in Germany and across Europe, and because of their importance a hall is specifically dedicated to these products.

all over Europe, the Middle East and the Far East.

It was pleasing to note the high quality of enquiry that was made by the visitor. They were very specific as to what they were looking for, by providing sizes, volumes and grades and quality required. The continued interest and demand for quality softwood continues to increase in Europe, but significantly also from around the world

Participation at INTERZUM show also provided an important opportu-



The American Softwood booth had hundreds of visitors which produced 106 actual trade leads. Members and staff of American Softwoods, FAS, PLEA, WMMPA and WWPA, manned the booth and provided timely market information.

The Interzum Trade Show is the show at which companies have on display new products and innovations for use in furniture. While held in Germany and originally aimed at the German and northern European market, it has changed over the past few years and has become the focal point for international visitors from

nity to meet members of the timber trade and furniture industry of Europe, as well as introducing American Softwoods to many overseas visitors outside Europe thanks to the international status that INTERZUM now carries.

*(Continued from page 1)* EXPORTS cedar, Hemlock and Southern pine. The only major region to slide was the Caribbean which was down 15.6% to \$27.8million.

The weak US domestic softwood market and depressed prices, the

### FAS Reorg

The U.S. Department of Agriculture's (USDA) Foreign Agricultural Service (FAS) has completed its reorganization and realignment

The US wood products cooperators have been placed under the Field Crops and Forest Products (FCFP) branch of the Market Development and Grants Management Division of the Office of Trade Programs. Bill Bomersheim, formerly our contact at FFPD will head the branch. Peter Downing will be SEC's new lead marketing specialist and contact. Tom Westcot will continue as the wood products technical contact from the Plant branch of the Market Access and Bilateral issues Division of the Office of Scientific and Technical Affairs.

Wood cooperators had the opportunity to meet and discuss the reorganization with FAS Office directors at a recent meeting in Washington DC. No major operational issues were raised by the cooperators.

The US wood Cooperators submitted a Unified Export Strategy for 2008 to FAS on May 15<sup>th</sup>. The total request was for \$14.468 million with \$1.25 million specific to the SEC.

weak US dollar against the Euro, and economic strength in Europe have combined to form a "perfect rainbow" for US softwood producers who can manufacture softwood lumber products which meet international customer specifications including some metric sizes.

# Events

Summer 2007

## SEC MEMBER ORGANIZATIONS

American Institute of Timber Construction

Center for International Trade in Forest Products

Evergreen Building Products Association

Idaho Department of Commerce

Maine International Trade 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

Western Wood Preservers Institute

Wood Moulding and Millwork Producers Association

## Upcoming events — Summer 2007

SEC Staff and member organizations will be participating at a number of shows and seminars in 2007. Your organization is strongly encouraged to join the SEC marketing efforts at trade shows and other activities. Mark your calendar for your participation. Contact SEC Portland for travel assistance.

### China

**China Interior Decoration Show will be held in Beijing between June 22-24, 2007.**

**USCB Business Development Mission will take place in Shanghai between June 25-29, 2007**

**ZOW Furniture Components Trade show will take place in Shanghai between Sept 11-14 2007**

### Europe

**Woodworking Ireland Trade Show will be held in Dublin through September 6-8, 2007**

### Japan

**Total Construction and Materials Show will take place in Osaka through June 6– 9 2007.**

### Mexico

**Tecno Mueble trade show will take place Guadalajara through June 28-30, 2007**

**Expo Ferretera 2007 trade show will take place in Guadalajara between September 7-9, 2007.**

**Expo CIHAC 2007 will take place in Mexico City between October 16-20, 2007**

## Upcoming Events

<b>US China Build—Trade mission</b>	June 25-29, 2007
<b>Gardner's World, Birmingham, UK</b>	June 16-20, 2007
<b>Total Construction Materials, Osaka, Japan</b>	June 6-9, 2007
<b>China Interior Decoration, Beijing</b>	June 22-24, 2007
<b>Techno Meuble, Guadalajara,</b>	June 28-30, 2007
<b>SEC Board of Directors, Seattle</b>	June 8, 2007
<b>Expo Ferretera, Guadalajara</b>	Sept 7-9 2007
<b>ZOW—China Shanghai</b>	Sept. 11-14, 2007
<b>Woodworking Ireland Dublin</b>	Sept. 6-8, 2007
<b>Vietnam Wood Ho Chi Minh City</b>	Sept. 27-29, 2007
<b>Expo CIHAC Mexico City</b>	Oct. 2007

For links to information on these events go to [www.softwood.org/calendar](http://www.softwood.org/calendar)

## Publications additions and updates

The American Institute of Timber Construction (AITC) is set to launch a completely revised Glued-Laminated Design Guide brochure in Chinese, Japanese, Spanish and Commonwealth English. The publications will be available through the various in country offices and on the

AITC, American Softwoods, and SEC websites in June.

SEC has just completed the printing of the Softwoods of the Western USA species guide in additional European languages of German, Italian, Spanish and French.

Western Softwoods Species and Grades was also reprinted in the European language set. The publications were introduced at the Interzum show in Germany. An updated CD Rom featuring all the European language publications in will be available shortly.