



## Pinewood Nematode found in Portugal

An outbreak of pine nematode (*bursaphelenchus xylophilus*) has been identified in Setúbal, an area near Lisbon, and the Government has now quarantined more than 31,000 HA of pine woodland. Portugal's Forestry officials assume the pest entered the country through imports of contaminated wood via Setúbal harbor. The pest is so far only reported to have affected the *pinus pinaster* species, the leading forest species in Portugal.

The identification of the disease led to the creation of a "cabinet of crisis" within the Ministry of Agriculture. In addition to the quarantine set on a 10-km radius from sites where the disease was identified, the Portuguese government has implemented other measures in order to assess and control further contamination. Producers in quarantine areas are prohibited from cutting trees and selling wood. Pinewood

*(Continued on page 2)*

## In this issue

Asian market information	2
www.softwood.org	2
Japan Home Show	3
Wood design program	3
Calendar of events	4
Member listing	4
Housing conference	4

## SEC holds first annual meeting

The Board of Directors of the Softwood Export Council (SEC) gathered on Friday, September 17 for the first annual meeting of the association. Representatives from the American Forest and Paper Association (AFPA), Foreign Agricultural Service (FAS), and overseas forest industry directors also attended the meeting.



SEC Chairman George Thompson (left) receives plaque from President Craig Larsen

SEC Chairman George Thompson of the Pacific Lumber Inspection Bureau led the gathering by reviewing the worldwide activities covered by SEC and its member organizations. Member associations promoted U.S. softwood products in Japan, Korea, China, Europe, Mexico, Southeast Asia, and Australia. Activities included trade show participation, technical seminars, hosting trade groups, market research, and development of several new pieces of foreign language publications. Bob Knoll of Knoll and Company, an advertising and public relations firm in Portland delivered a presentation on the effectiveness of recent SEC member and product ad campaigns in foreign markets.

Foreign representatives "Yami"

*(Continued on page 3)*

## Yamaguchi honored by Japanese ministry

Ikuro "Yami" Yamaguchi, SEC marketing director in Japan, received the special Award of Contribution given by the Japanese Ministry of Construction. The award is part of the Month of Housing (Jyutaku Gekkan), an annual event sponsored by the MoC for the past twenty years. The Japanese Minister of Construction presented the honor at a special ceremony in Nagasaki on October 15, 1999 during the Nagasaki Super Housing Fair. Mr. Yamaguchi is only the second person who has

been recommended for this prestigious award by the Japan 2x4 Home Builders Association.

Mr. Yamaguchi begun representing the US western softwood lumber and plywood industries in 1977 with his employment by the Western Wood Products Association. He has continued as the US softwood lumber industry representative for the past 22 years, currently under the direction of the SEC and the Southern Pine

*(Continued on page 2)*

## Markets

October/November 1999

### www.softwood.org update

The SEC staff has added new features, including a "members only" section to the SEC web page. SEC office and market research information is added to the site monthly, and market research report links, government per diem rates, and a currency conversion site are included in the "links" section. A new direct link to the US Department of Commerce housing office in Osaka Japan is available. SEC members' product information links and lumber information are also updated monthly.

The "members only" section is available to any SEC association or organization and their company members. Currently posted on the "members only" site is Japanese wood products import data, and the August 1999 membership listing, including all contact information, of the Japan Lumber Importers Association.

Contact the SEC office to receive the password for the "members

### Contact Information

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

Phone: 503-248-0406  
Fax: 503-248-0402  
Email: [info@softwood.org](mailto:info@softwood.org)  
Web site: [www.softwood.org](http://www.softwood.org)

Craig Larsen, President  
Dick Krieger, Program Manager

### Conference yields housing information

On September 15-16, The Second National Conference on Exploring Change in the New Asia: Opportunities for US Building Material and Housing Exports took place in Seattle. The Conference, organized by the Center for International Trade in Forest Products (CINTRAFOR) of the University of Washington, featured experts from the U.S., China, Japan, and Korea specializing in the Asian building materials market. Samples of information presented include:

- 1998 was the first year in over a decade that US single family home starts were higher than in Japan – at almost 1.3 million.
- Korean per capita GDP will reach \$12,000 by 2001; GDP growth forecast to be 7% in 1999 and 10% in 2000.
- Korean housing starts to reach 500,000 by 2000 (bottomed out at 300,000 in 1998); Only 1100 wood structures were built in Korea in 1998 but number has increased every year.
- Average annual increase in solid wood product demand in Asia will be four times that of North America over the next decade. Demand in China should increase of a rate five times that of North America.
- The 1998 total value of Japanese remodeling industry was 1.783 trillion yen.

Complete conference proceedings are available by contacting

*(Continued from page 1)*

transportation from the Setúbal region into factories located in other regions has also been prohibited.

New rules for handling raw wood have also been set. Industry users have been notified to debark and fumigate all coniferous wood prior to use. To determine whether the pest has spread, an exhaustive country-wide survey was launched through use of satellite imagery. Alarmed by the potential spread of the pest to the rest of Europe, the EU sent a team of inspectors to assess the situation. The industry is concerned that the EU might place an embargo on exports of Portugal's pine. However, pine handling and exporting rules will be tightened in line with criteria for imports of coniferous wood from countries where the disease is endemic.

To prevent introduction of the pest, according to EU directive 77/93/CE, all imported wood which is not industrially processed must be debarked and dried or fumigated, and must not present bores with more than 3 mm wide diameters. Raw pine exports are currently valued at 22 billion Pte. (1 USD = 192 Pte) There were no reported raw pinewood exports to

*(Continued from page 1)*

Council. Mr. Yamaguchi expressed his appreciation of being so honored in Japan to the American softwood industry, WWPA and the SEC for allowing him to represent the industry for the past 20 years promoting US style housing. A reception to honor Mr. Yamaguchi will be held in Tokyo, at the Agricultural Trade Office on

## Programs

October/November 1999

### SEC members visit Japan Home Show

Oregon Economic Development Department (OEDD) and Western Wood Products Association (WWPA) both were active at the recent Japan Home Show in Tokyo, September 28 – October 1.

OEDD organized a three booth display, distributing information about the State's forest product exporters in Japanese and information about healthier building materials available from Oregon distributors. Nine Oregon companies also participated in the booth representing products ranging from wood mouldings to entire home packages. Participating companies returned with trade leads and renewed market information as a result of the exhibition.

WWPA Communications Director Butch Bernhardt and WWPA Export Committee Member Mike Mackin of Warm Springs Forest Products attended the show. Their visit was enhanced by several key Japanese industry visits including an imported building materials warehouse, model home park, lumber yards, and a pre-cut plant.

The SEC-Tokyo office also had a booth at the show, displaying U.S. softwood products and distributing technical information including new publications from Wood Moulding and Millwork Producers Association and the Guide to U.S. Grades and Species from SEC grading association members CRA, PLIB, WCLIB, and WWPA. Four day attendance at the show was over

*(SEC Meeting - Continued from page 1)*

Yamaguchi of SEC Japan, K.H. Ahn of AFPA Korea, and Grace Zheng of AFPA China each reviewed their respective market situation and future activities for SEC members. Paul Boardman of AFPA-Japan also announced the American Wood Design Program slated for spring 2000 which will include a highly publicized US wood design competition. SEC also has foreign representation in Mexico, Europe, and Australia.

The Board elected Dr. Ivan Eastin of the Center for International Trade in Forest Products of the University of Washington to fill the vacant position of SEC Vice-Chairman.

Chairman George Thompson was recognized at the conclusion of the meeting with a plaque presented by SEC President Craig Larsen.

### Wood design program to highlight US products

US wood products cooperators, including the SEC under the coordination of the AFPA office in Japan, are sponsoring the first American Wood Design Awards Program. The program invites builders or designers of any Japanese residential or non-residential project that successfully integrates US wood products (structural and interior) into its design. The project may be new or remodeled.

The program's initial stages has received enthusiastic response from the Japanese design and building community. In the first week over 80 requests were made for the official application form in which

pictures, drawings, specs, design intent, and US wood product content must be detailed. The excitement created by this program has exceeded all expectations. So far, less than half the projects seeking to apply are residential. Music halls, a station platform waiting hut, restaurants, club houses, schools, and remodeled projects are some examples of current entries.

The deadline for application to the program is December 24, 1999. In late January 2000, four judges, Andrea Leers, John Dixon, Yuji Noga, and Shozo Baba, will gather in Japan and choose 15 of the best

projects. Winners will be featured in a four color, high quality 'winners book' highlighting the successful utilization of US wood products in their projects. The winning works will be showcased in a press release to over 30 trade publications in combination with a press conference in the spring at the May 22, 2000 US Japan Housing Conference. In addition to US producers benefiting by the creation of broad appeal in Japan of US wood products, the winning projects will garner significant publicity for the specific U.S. wood products utilized, providing valuable advertising material.

More information is available from the AWDA website which can be

# Events

October/November 1999

## MEMBERSHIP ORGANIZATIONS

Alaska Department of Commerce

American Institute of Timber Construction

California Redwood Association

Center for International Trade in Forest Products

Evergreen Building Products Association

Idaho Department of Commerce

Industry Network Corporation

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

## CINTRAFOR hosts fall housing conference

The Center for International Trade in Forest Products (CINTRAFOR), an SEC member, is sponsoring the International Forest Products Marketing Conference, in Seattle on November 4<sup>th</sup> and 5<sup>th</sup>, 1999. For 37 years, this popular conference has been offered by Jay Gruenfeld Associates (JGA Inc.). Jay Gruenfeld gifted this conference to the College of Forest Resources; however, he is assisting in the planning of the 1999 conference. The 1999 conference will focus on international markets and trade for

forest products with an update on the "Asian Flu" Pacific Rim countries. The conference will provide a forum for high quality private sector, governmental and academic speakers to offer timely, useful information.

The conference takes place at the Marriott SeaTac Hotel located at 3201 South 176th Street, Seattle, Wa. 98188. The registration form is available from the CINTRAFOR website accessed through the SEC home page or register by phone at 206-543-0867.

## Upcoming Events

- ☞ Int'l Forest Products Conf. - Seattle - November 4-5, 1999
- ☞ EBPA Fall Housing Program - Seattle - November 8-9, 1999
- ☞ Philippines Treated Softwood Seminars - November, 1999
- ◆ Batimat - Paris - November 8-13, 1999
- ◆ Maderalia - Valencia - November 10-14, 1999
- ◆ China Building 99 - Beijing - December 1- 4, 1999
- ◆ Taipei Int'l Building Materials & Furniture Show - Dec. 17-20
- ☞ EBPA Winter Housing Program - Seattle - January 18-19, 1999
- ◆ Kyung Yeong Housing Fair - Seoul - February 24-27, 2000
- ◆ SEC Spring Board Meeting - San Francisco - March 7, 2000
- ◆ West Japan Total Living Show - March 17-20, 2000
- ◆ Good Living Show - Tokyo - April 27 -30, 2000

Call Dick Krieger for more detailed information

*Sponsored by*



Setzer International - "Total Building Solutions"

Phone: 916-442-2555

www.setzerforest.com

*an SEC Supporting Member*

www.softwood.org  
*New Trade  
 Information and Market  
 Research links  
 and  
 SEC information  
 in  
 日本語*

