

US Building Materials Trade Mission to Japan

October 7-11 2019 (Mon-Fri)

Tokyo, Osaka, Fukuoka



Evergreen Building Products Association
"Promoting US Building Products to the World"



Meet Japanese builders, architects, and wholesalers, and network with U.S. and Japanese suppliers and distributors of U.S. building materials during this week of seminars, table top trade shows, and networking events.

Seminars Featuring Building Materials Suppliers ***New Demonstration Slots Added***

Suppliers of US building materials are featured in seminars that include product demonstrations, and presentations about US building materials' applications and benefits. Presentations focus on products and technologies that can improve the performance, design, sales price, and marketability of new homes, remodel projects, and light commercial projects.

Companies may choose to give PowerPoint presentations or conduct demonstrations during the seminars. All companies are encouraged to bring samples to display.

Each seminar also features a design professional as the keynote speaker. This presentation will discuss residential design trends in the US and Japan, and how to incorporate US building materials into new and remodeled Japanese homes.

Audiences are very interested in learning about the remodeling process and products that can be used in remodeling. Remodeling is a relatively new, but fast growing, market in Japan. Government subsidies and tax incentives are making projects easier to fund, which is stimulating growth in this sector.

Seminar Receptions & Table Top Display Show

Companies display product samples, installation or manufacturing videos, and related materials during table top trade shows. Each seminar includes a coffee break to provide ample time for attendees to visit company displays. Additional time for networking is available during the seminar check in period and during the reception after the seminar.

Mission Schedule

Sunday, October 6 — Arrive in Tokyo from the U.S.

Monday, October 7 — Tokyo Seminar

Tuesday, October 8 — Osaka Seminar (AM to Osaka)

Wednesday, October 9 — Travel Day

Thursday, October 10 — Fukuoka Seminar

Friday, October 11 — Trade Servicing or Return to US



Japan Mission Results:

- \$200 million + in reported sales of US building materials
- 284 seminars
- Over 6,850 Japanese attendees

Missions have included the these and other US products:

- Moulding & Millwork
- Windows & Doors
- Plumbing & HVAC equipment
- Tiles & Setting Products
- Architecture & Design
- Prefabricated Homes
- Building Materials Wholesale/Export
- Insulation & Energy Efficient products
- Insulation, Paints, Adhesives, and Housewrap
- Exterior & Interior Finishes: Flooring, Paneling, etc.

For more information contact:

Michelle Burbank, Program Manager
Evergreen Building Products Association

253-219-0079
mburbank@ep.org

Comments About the Mission

The group meetings with remodelers and importers were great features of the mission. At the seminars, interest in our products was so great there were people lined up at our display.

Reiko Newman,
Pac-Rim Building

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Member Dues for EBPA Members

Full Mission Delegate with Presentation \$1,500

Includes a presentation and a table top display space

Table Top Display Exhibitor Only: \$1,100

Includes a table top display space during the seminar

Mission Packages for Non-EBPA members

Full Mission Delegate with Company Presentation: \$2,000

Table Top Display Exhibitor Only: \$1,500

**Not a member?
Visit www.ep.org
for details**



The mission fee includes the services of travel arrangements and seminars. Translators for company displays can be arranged upon request. The cost depends on local translator rates. Hotel and transportation costs are not included.

Tokyo—Population: 13.2 million

Tokyo is the headquarters for many of Japan's largest developers, wholesalers, and architecture firms. The Kanto region includes 42 million residents. The last EBPA housing seminar held in Tokyo in Spring 2018 was well attended by many construction professionals. Past attendees have traveled to attend the seminar and meet colleagues in Tokyo during the same trip.

Osaka—Population: 2.26 million

Osaka is the largest city in Western Japan. Although Osaka is Japan's second smallest prefecture in area, it has the third largest population in Japan and boasts the second largest economy after Tokyo. Osaka has also been chosen to host the upcoming World Expo in 2025, and is Japan's fastest-growing inbound tourist destination.

Fukuoka (Hakata) Population: 1.55 million

Fukuoka (Hakata) is the capital, and most populated city in Fukuoka Prefecture, situated on the northern shore of Japanese island of Kyushu. Fukuoka is a major center for homebuilders, designers, and wholesalers for Kyushu, the largest of Japan's southern Islands. The last EBPA seminar held in Fukuoka was well attended by construction professionals, and new and innovative products have historically been well received in Fukuoka.

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To register, email this page to EBPA at evgreen@ep.org

- | | |
|--|---------|
| <input type="checkbox"/> Current EBPA Member dues—presentation | \$1,500 |
| <input type="checkbox"/> Current EBPA Member dues—display only | \$1,100 |
| <input type="checkbox"/> Non-Member Presentation + Display | \$2,000 |
| <input type="checkbox"/> Non-Member Display Only | \$1,500 |

*Individual translators for table displays, additional charge

Name: _____

Title: _____

Company: _____

Tel. _____ Fax: _____ email: _____

Registration Deadline:

August 2, 2019 (Friday)

**Register early, speaking spots
fill quickly**

DRAFT DAILY SEMINAR SCHEDULE

(Subject to change based on number and types of presentations. The order of company presentation order will rotate each day of the mission)

12:30-1:00—**Seminar Check in/Table Top Display Session**

1:00-1:15—Introductions/Welcome Remarks

1:15-1:35—Company 1 Presentation

1:35-1:55—Company 2 Presentation

1:55-2:15—Company 3 Presentation

2:15-2:45—**Keynote Presentation**

2:45-3:05—**Coffee Break/Table Top Display Session**

3:05-3:25—Company 4 Presentation

3:25-3:45—Company 5 Presentation

3:45-4:05—Company 6 Presentation

4:05-4:20—Q&A

4:20-4:30—Closing Remarks/Invitation to Reception

4:30-5:00—Transition/Drinks Served

5:00-6:30—Networking Reception



PRESENTATION GUIDELINES

- Company presentations can be a PowerPoint, demonstration, or a combination. We strive to provide attendees with a dynamic, interesting, and informative seminar. Please make presentations educational and avoid “sales pitch” type presentations.

PAYMENT, REFUND AND CANCELLATION POLICY

Payments are to be made in US dollars to the US office. Registration fees do not include wire fee costs. After registration for a speaking slot has been received, refunds cannot be made.

RELEASE OF LIABILITY AND ASSUMPTION OF RISK

By participating in this mission, I agree to assume full legal and financial responsibility for my participation in the mission, to include obtaining my own accident and health insurance, as well as insurance for medical evacuation and repatriation that are applicable outside the United States if I wish to do so. I understand that neither EBPA, nor its officers or agents serve as guarantors of my safety and the EBPA does not provide insurance for my protection. I understand that EBPA encourages me to have appropriate insurance coverage for the time I am abroad. I understand that there are certain risks inherent in traveling internationally, including accidents, illnesses, forces of nature, and any other harm, injury or damage that may befall me during travel to a foreign country. I agree voluntarily hold harmless EBPA and its officers, employees, and agents from all liability, loss, damages, costs, or expenses (including attorney’s fees) that may arise in connection with my participation in this mission.

Signed:

Date: