

June 2002



# FOCAL POINT: China Edition

201-A Broadway, Tacoma, WA 98402

Phone: (253) 396-0131

Fax (253) 396-0132

www.ep.org

## Technical Sales Mission to China November 2002

The US-China Build Program is organizing a **technical sales mission and seminars** for US building materials manufacturers and suppliers to four of China's most promising housing markets: Shanghai, Beijing, Chengdu, and Guangzhou. The mission will include seminars for Chinese developers, architects, and builders about proper construction of wood frame construction and selection and use of US building materials. Seminars in each city will include presentations by US firms about their products, services, and a mini-trade show for companies to display products. Meeting space and translation services will be provided for US firms to conduct one-on-one meetings with Chinese attendees.

The cities selected for the mission are leading economic centers and hot spots for single-family luxury housing. Several single-family wood frame developments in the suburbs of Shanghai cater to the city's affluent local and expatriate population. Shanghai, China's wealthiest and fastest growing city, is also experiencing a boom in the number of new high-rise condominiums that include interior wood finishes. Beijing, Chengdu, and Guangzhou also feature several wood frame developments modeled after US developments.

*(Continued on page 6)*

In November 2001 EBPA received a \$350,000 grant from the US Department of Commerce to fund market development activities for US building materials in China. The program, known as US-China Build, promotes wood frame construction and US building materials in China through activities including technical transfer programs, trade missions, newspapers, and trade shows.



This newsletter is produced quarterly and includes information on the China market and US-China Build program activities available to US exporters.

US companies do not need to be members of EBPA or the US-China Build Member program to participate. For more information about US-China Build program activities, contact Rose Braden at (206) 543-0700 or [rbraden@uschinabuild.org](mailto:rbraden@uschinabuild.org). or see our website at : [www.uschinabuild.org](http://www.uschinabuild.org).

## China Business Seminar Broadcast via Internet

US-China Build extended the reach of the well-attended Doing Business in China Seminar Series through the first Internet broadcast of the series. The April 10 seminar featured presentations from experts about China's wood frame construction market, legal issues for foreign firms in China, establishing working relationships with Chinese firms, and project management.



Mr. Zhang of Mulvanny G2 Architects talks to the Seattle audience as a technician oversees the Internet broadcast at the last Doing Business in China Seminar.

The seminar, held in Seattle, hosted an audience of building materials exporters from the region as well as a live Internet audience. Mr. Xu Fang, AF&PA's technical specialist and an expert on wood frame construction

*(Continued on page 4)*

### TABLE OF CONTENTS

Receiving Payment for Sales to China	2
Gateway Brings Asian Buyers to the US	5
US-China Build Shanghai Rep Visits US	5
US Housing Newspaper in China	6
The "Greening" of Beijing's Olympics	6
EBPA News	7

# Receiving Payment for Sales to China

By Warren Gross, Managing Director & President  
Export Finance Assistance Center of Washington State

A front-page article in The New York Times of May 15<sup>th</sup> told the story of Li Qinfu, a Chinese multi-millionaire, and included a picture of him in front of his company's headquarters near Shanghai. At age 40, Mr. Li is not content to rank 71<sup>st</sup> on a new Forbes list of the wealthiest Chinese, claiming his personal wealth amounts to "hundreds of millions of dollars."

Unless a first-time exporter to China is lucky enough to engage one of these super-rich entrepreneurs, a few ground rules may be worth noting:

- Profitable exporting depends on selling to buyers who have both the capacity AND willingness to pay. The best time to address those basic qualifications is prior to shipment.
- As a practical matter, pursuing civil remedies in commercial disputes or collections is difficult; the bench and bar are simply not evolved to the point of utility and comfort afforded by domestic American standards, including U.C.C. (Uniform Commercial Code) protection.
- In this writer's experience, a Chinese contract constitutes a memorandum of circumstances at the date of execution; an atmosphere of "subsequent negotiation" should be assumed. Aristotelians note that the overarching concept of "guanxi" which can make this situation work for both parties may not be an element of your relationship, initially.
- While ample foreign exchange reserves are reported by Bank of China and assumed to exist offshore as well, availability of dollars should never be assumed in any sort of open account transaction.

Conventional indicators of capacity and willingness to pay are only partly available in China. Published financial statements on the very largest enterprises may be found on the Internet; some names are actually traded on the NYSE. Keep in mind, however, that the accounting profession is evolving in China and the principals of smaller, closely-held enterprises – though willing to produce an exhibit in GAAP form – may not agree with Western accounting concepts. So-called "bank checkings" are not acknowledged, but credit reporting agencies are expanding their China coverage rapidly. The "International Company Profile" from US Commerce Department is once again available; comprehensive, current and re-priced. Direct checking of trade credit references supplied by the Chinese buyer can be most revealing and probably serve as a good guide of terms to be considered.

In view of the foregoing concerns and limitations, are there safe ways to structure payment terms for export sales to China? The answer is a resounding "yes." Advance payment, unfortunately, is only effective where your product is so unique or the sale so modest in value that arranging a different payment mechanism is impractical. Asking for a Commercial Letter of Credit is by far the most practical solution to your need for assurance of payment and the Chinese buyer's concern with your performance. Major Chinese banks have been issuing letters of credit for decades. Sometimes payments of drafts with conforming documents were delayed simply because the issuing bank's operations department did not have the staff capacity to handle the expanding volume of transactions; of course, at that time, China was not a signator to the Uniform Customs and Practices (U.C.P.), the international agreement which postulates acceptable payment processing times. Happily, the Chinese letters of credit now include a commitment to be "...governed by U.C.P." and the drawing/reimbursement cycle approaches international norms. In addition, Chinese banks have very recently been willing to request that their letters of credit be confirmed by foreign banks. Accession to WTO membership is thought to have influenced this major concession by Chinese bankers. Agreement to settle by means of letters of credit – including the incorporation of "usage" or deferred-payment drafts – should be foremost in your payment risk and cash flow planning.

Keep in mind: Be prepared to provide your Chinese buyer a "pro forma" letter of credit, incorporating the

*(Continued on page 3)*

## The Export Finance Assistance Center of Washington

The Export Finance Assistance Center of Washington State is a non-profit corporation established by the state legislature in 1983 to assist small and medium-size businesses to become more active in exporting. The EFACW advises on payment risk and settlement terms of export sales, identifies sources of risk mitigation and financing for all aspects of export transactions, and determines eligibility for various government and private export loan guarantee and risk insurance programs. EFACW has over 500 Washington State small businesses as clients and has originated export finance applications with a cumulative value of almost \$1 billion since 1991. EFACW serves as Export-Import Bank's "City/State" market cooperater and has earned "Top Performer" designation as a marketer of Ex-Im Bank programs.

For more information, please contact the Export Finance Assistance Center at: (206) 553-5615, visit their website at: <http://www.seattleuseac.org/>

Receiving Payment" continued from page 2

terms and conditions likely to arise in the sale negotiation and reflecting documentary requirements that you, your banker, and your freight forwarder know you can fulfill at shipment. In addition, make sure your buyer knows that you expect the letter of credit to be issued by the Head Office or a main commercial branch of the Chinese issuing bank; there have been problems with letters of credit originating from remote branches whose authority to commit the bank is uncertain. A check with your banker or the Export Finance Assistance Center of Washington State should reveal the names of Chinese banks authorized by the Chinese government to engage in international transactions; ask – to be sure of their capacity – whether your bank is willing to confirm on those names.

What if the buyer is simply not willing to agree to payment by letter of credit (pointing out that your competitors are willing to accept "open account")? Fortunately, the payment risk insurance community is beginning to make coverage available for Chinese accounts. The Export-Import Bank of the United States (Ex-Im Bank) was among the first; however, the bank requires an underlying commitment on the part of an acceptable Chinese bank to issue coverage and – as a practical matter – this is tantamount to securing a letter of credit. Commercial insurers are beginning to rate China and issue coverage for short-term payments. CNA, for example, is an active resource, having recently supported a Pacific Northwest-based exporter of agricultural products who faced aggressive European competitors.

A final vignette: Capital equipment exporters still face the "fifteen minute l/c" proposition; i.e., the Chinese buyer proposes to provide a cash down payment of, say, ten to twenty percent of the purchase price. Months later, when the exporter/manufacturer is within a week of shipping the finished machine, the Chinese will have their bank open a letter of credit covering the balance owed. This is not a convincing scenario to your banker from whom you may need working capital to complete the order. In those cases, a combination of milestone payment (against a standby or "give-back" letter of credit from the exporter) to cover the entire order may be mutually acceptable.

Few export markets are as compelling as today's China. As the Chinese step forward into WTO membership and two-way trade expands at an increasing pace, continued progress toward mutually accepted credit and financing practices can be expected. Be sure to update yourself on this progress and what it can mean for pending export sale transactions by contacting your banker or the Export Finance Assistance Center of Washington State.

## Foreign Agricultural Service Offers Credit Guarantees for Emerging Markets

In January 2001, the USDA Commodity Credit Corporation (CCC) established the Supplier Credit Guarantee Program (SCGP). The SCGP helps exporters extend terms of credit without increasing their risk by guaranteeing a portion of payments due from importers under short-term financing (up to 180 days). Under the program the CCC guarantees a portion of payments due from importers under short-term financing that exporters have extended directly to the importers for the purchase of US agricultural products. These direct credits must be secured by promissory notes signed by the importers.

CCC does not provide financing but guarantees payment due from the importer. A substantially smaller portion of the value of exports (currently 65%) is guaranteed under the SCGP than under the Export Credit Guarantee Program where CCC is guaranteeing foreign bank obligations.

\$13 million of the fund was earmarked for China in 2001, of which \$1.25 million was not utilized by US firms. For further information call (202) 720-3224 or see the SCGP website at: <http://www.fas.usda.gov/>

## CINTRAFOR 19th Annual International Forest Products Markets Conference

September 26-27, 2002  
Seattle, WA

Join The University of Washington's Center for International Trade in Forest Products (CINTRAFOR) and experts in the areas of international forest products markets, economics, marketing, and finance to discuss:

- Financial trends and timber values
- Economic outlook for Asian markets
- Overviews of log, lumber, panel & chip markets
- Regulatory reform and opportunities in Asian markets.
- Opportunities & obstacles in China and other emerging markets.
- Macroeconomic overview of global economies.

For more information and to see this year's agenda, go to: [http://www.cintrafor.org/CONFERENCE\\_TAB/overview.htm](http://www.cintrafor.org/CONFERENCE_TAB/overview.htm) or call (206) 543-8684.

(Internet Seminar continued from page 1)

and construction codes in China, and George Good, US-China Build's Project Coordinator, were also in the Internet audience to answer questions.

**Paul Boardman, Director of the Center for International Trade in Forest Products (CINTRAFOR)**, presented a promising outlook for wood frame construction in his overview of China's housing sector. Mr. Boardman explained there are several builders of wood frame construction in China that cater to high-income local customers and expatriates, and that the popularity of wood frame construction is increasing. However, he also illustrated problems related to incorrect installation of building products. He said that technology transfer is needed to address these issues.



Paul Boardman delivers an update on China's wood frame housing market to the Doing Business in China audience

**Amy Sommers, Partner of Garvey, Schubert & Barer**, raised considerations for conducting transactions with Chinese firms. Ms. Sommers stressed the importance of communicating with potential partners about business objectives and building incentives for delivering on agreed upon deliverables into the contractual agreement. It is extremely important to identify what each party would like to achieve through the business relationship at the outset of the agreement. She also advised companies to consult legal and financial professionals in China and the US early in the negotiation and business development process to ensure that the agreement will sustain US and Chinese legal scrutiny. Lastly, Ms. Sommers told companies not to abandon common sense that they would normally apply in their domestic business transactions. Business in China is not conducted on the basis of per-

sonal relationships as a proxy for legal agreements, do not invest more than you can lose on your business venture, confirm what your potential business partner tells you with an independent third party expert, and consider how much time and money your firm will have to invest in establishing and maintaining the business venture.

**Mr. Ming Zhang, Vice President of Mulvanny G2 Architects**, a Seattle-based architecture firm that has designed several residential and commercial projects in China, discussed how China's entry to the WTO and award of the 2008 Beijing Olympics have contributed to China's sustained economic growth, which in turn is expected to help stimulate development in the construction sector. Mr. Zhang also outlined some of the problems that can arise for US companies doing business in China and methods for avoiding these problems. He recommended companies stay informed about trends in the economy and real estate market. He also told companies to think about what their goals are for the Chinese market. For example, firms should ask themselves if their goals are short term or long term and how their company will adapt to changes in the market. He said some of the safer and higher profit regions are the developed areas of the Yangzi Delta, Zhujiang Delta, and Beijing. He also said that residential and commercial construction, high-tech campuses, and public buildings such as hospitals and universities are growing segments of the construction market.

**Mr. Allen Jiang, Principle of Allen and John Law Firm**, explained forms of foreign investment and partnerships in China. He explained the advantages and disadvantages of setting up a representative office in China, establishing joint-ventures, and wholly owned foreign ventures. Mr. Jiang also discussed taxes that may apply to foreign firms and governmental departments that should be consulted as foreign firms set up business arrangements in China.

Presentations are available at: <http://www.uschinabuild.org/presentations.htm>. The next Doing Business in China Seminar with simultaneous Internet broadcast will be held December 12, 2002 for 9:30-12:30 (PST).

## US-China Build Upcoming Events

### US Activities

- US-China Build Chinese Language Newspaper, Issue 1**, June 2002
- Summer Gateway Program**, Seattle & Portland, August 19-20, 2002
- Focal Point China Newsletter for US companies**, September 2002
- US-China Build Focal Point China for US companies, Issue 4**, September 2002
- Doing Business in China Workshop II**, Internet Simulcast; December 12, 2002
- Winter Gateway Program**, Seattle, January 16-17, 2003

### China Activities

- US-China Build Chinese Language Website Launched**, Shanghai; June 2002
- US-China Build Building Materials Technical Seminars & Sales Mission**, Beijing, Shanghai, Chengdu, Guangzhou; November 4-15, 2002
- US-China Build Chinese Language Newspaper Issue 2**, November 2002
- US-China Build Chinese Language Directory of US Exporters**, January 2003

## Summer Gateway To Bring Asian Construction Professionals to the PNW

On August 19 and 20, the EBPA will welcome approximately 150 buyers, developers, architects, and importers from China, Japan, Korea, and Taiwan to its eighth Gateway Housing Business Program.

Residential wood frame construction will be the focus of two days of site visits and seminars in Seattle, WA and Portland, OR. On August 20 visitors will tour Portland's *Street of Dreams* development of luxury homes where they will learn about new trends in building products and American-style home design.



Chinese visitors during the March Gateway Program visit a wood frame home development in the Seattle area.

On August 19, the group will attend seminars to learn about applications for wood-based building materials in residential construction. That evening, the group will attend a mini-trade show and reception in Seattle where they will have the opportunity to meet US suppliers and manufacturers displaying their products.

Products displayed at past mini-trade shows have included wood and non-wood building materials, home systems, and complementary services. Participating companies also give short presentations about their firm's services. The reception offers additional time for US companies to meet informally with the large group of Asian buyers and discuss Asian markets with other US firms.

Sponsorship packages including event signage at the reception, recognition in printed materials, facility visits, trade show participation fees, and a complete listing of all Gateway participants are available. Customized sponsorship packages are also available.

For more information, contact Larry Kvidera, EBPA Program Manager at (253) 396-0131 or [evgreen@ep.org](mailto:evgreen@ep.org).

## US-China Build Chinese Newspaper Promotes US Building Materials

This June, the first issue of the US Housing Industry and Building Products Newspaper in Chinese was mailed to over 3,500 Chinese developers, architects, and builders. The Chinese-language newspaper included information about the benefits of building with wood and using US building materials, information about using technical specifications, upcoming US-China Build activities, feature articles on US products, and advertisements by US firms. The newspaper will be distributed at upcoming trade shows, the US-China Build technical seminar and sales mission in November, and through the Shanghai US-China Build office.

This Chinese-language newspaper will be published by US-China Build twice a year. Issue 2 will be published in early November 2002.

Future issues will feature profiles of US manufacturers and exporters, China projects using US building materials and US product information.

For information about advertising in the October issue contact Rose Braden, US-China Build Program Manager. To view the June 2002 US Housing and Building Products Newspaper go to: [www.uschinabuild.org](http://www.uschinabuild.org).

### Housing Materials and Services China Directory

US-China Build is taking orders from US firms for listings in the 2003 Chinese-language directory of US building materials and services.

**Printed Directory:** 2,500 copies of the printed directory will be distributed by mail and at trade shows, seminars, housing industry events, and through the US-China Build and AF&PA offices in Shanghai and Beijing.

**Internet Directory:** Companies participating in the print directory will also be listed in English and Chinese on the [uschinabuild.org](http://uschinabuild.org) websites in China and the US. Company information can be updated regularly to reflect staff changes, new product offerings, and new services.

**Cost:** EBPA Members: \$100; Non-EBPA: \$125

For more information contact Rose Braden at (206) 543-0700 or [rbraden@uschinabuild.org](mailto:rbraden@uschinabuild.org)

(China Mission continued from page 1)



Members of the November technical and trade mission to China will visit wood frame projects in various stages of completion in Beijing.

### **Trade Mission Schedule**

Arrive in Shanghai: November 4  
 Shanghai Seminar & Meetings: November 5-6  
 Beijing Seminar & Meetings: November 7-8  
 Beijing Building Site Visits: November 9  
 Guangzhou Seminar & Meetings: November 10-12  
 Chengdu Seminar & Meetings: November 12-14

The cost of the two-week program is \$650 for EBPA members and \$750 for non-members. The registration fee covers the costs of seminars, mini-trade shows, and business meetings. Hotel and in-country travel reservations will be made for the mission members, but airfare, hotels and meals are not included in the mission participation fee. For more information contact Rose Braden, US-China Build Program Manager at (206) 543-0700 or [rbraden@uschinabuild.org](mailto:rbraden@uschinabuild.org).

### **Advertise in the Quarterly Focal Point China Newsletter**

*Reach over 3,000 US building materials exporters through the Focal Point China News*

**5"x2" ad—\$250**

**2.5"x2" ad — \$150**

For more information contact  
 Rose Braden at (206) 543-0700  
 or [rbraden@uschinabuild.org](mailto:rbraden@uschinabuild.org)



## **Beijing's Olympics Spurs New Construction**

As host of the 2008 Olympics, Beijing's mayor vowed "to hold a green Olympics". Beijing is now launching a US\$34 billion program to build an Olympic Village, improve transportation and communications infrastructure, and fund environmental cleanup. Top priorities in preparation for the Olympics include building 19 new large capacity structures and demolishing and rebuilding 90 million ft<sup>2</sup> of old and dangerous houses with affordable homes for low and middle-income families.

A senior official with the municipal construction committee said US\$22 billion will be spent on constructing new buildings to house Olympic events and on improving Beijing's infrastructure. Beijing's government forecasts 100-120 million ft<sup>2</sup> of new housing, the equivalent of 670,000 units, will be built prior to the Olympics.

To ensure high international standards, Beijing is inviting domestic and international firms to bid on design, construction, and management of the Olympic-related facilities. International bidding has already begun for contracts totaling US\$14 billion in the environment, transportation, telecommunications, construction, and tourism sectors. Global bids will be directed toward the design, construction and management of 22 Olympic venues, as well as the Olympic Village, which will include apartments, dining halls, and public facilities. When the Games are over, the Village will be used as a residential area.

The infrastructure boom and increasing business for sectors as diverse as real estate and advertising are expected to add 0.3 to 0.4% annually to economic growth in China until 2008 and stimulate foreign investment.

### **US-China Build Shanghai Representative Visits US**

George Good, US-China Build's Shanghai-based Program Coordinator, visited Washington State manufacturers and exporters during a week-long stay in Seattle in May to learn about US operations and new processing technologies. He also presented information about the Shanghai office and its services to EBPA members and representatives from area trade organizations. Mr. Good also gave a presentation about US-China Build at AF&PA's annual meeting in Washington, D.C.

The US-China Build/AF&PA Shanghai office helps US building product exporters by arranging site visits and meetings with Chinese firms, and through on-going market research and marketing program implementation.

# Evergreen Building Products Association News

## EBPA Representatives in Japan, China Offer Variety of International Business Support Services

**E**vergreen Building Products Association helps members expand exports by offering a broad range of trade promotion programs and business support assistance in strategic markets. Representatives based in Japan and China assist EBPA member companies with in-country business support and trade servicing.

Noriko Ban (EBPA Japan Representative) has worked closely with EBPA members on a number of different projects, including research of low/no cost advertising and promotion opportunities and identification of potential business partnerships and distributorships. She has also coordinated business meetings and seminars for EBPA members and provided interpretation and translation support.



Noriko Ban,  
EBPA Japan Rep

Todd Drumm (Premier Building Systems, Tacoma, WA), enlisted Ms. Ban's support for sales meetings in Japan late last year. "Ms. Ban's industry background and knowledge of construction vocabulary were essential in this large meeting where multiple interpreters were necessary." said Drumm. "The EBPA Japan Office really contributed to the success of our trip."



George Good,  
US-China Build  
Program Coordinator  
in Shanghai

George Good, (US-China Build Program Coordinator) is a valuable resource for US wood products companies interested in China. George has helped several US companies arrange meetings with Chinese builders and developers as well as visits to construction projects in China. He can also help companies network with Chinese manufacturers and import firms and research specific questions about market opportunities for a particular product.

EBPA members are welcome to make use of the support services available through the overseas representatives. Services are free of charge or available for a nominal fee, depending upon the type of support requested.

For more information about EBPA membership or to access these services contact Larry Kvidera, EBPA Program Manager, at (253) 396-0131 or e-mail [evgreen@ep.org](mailto:evgreen@ep.org).



## 2002 JAPAN HOME SHOW PAVILION

EBPA, in cooperation with Washington State, will organize a joint Pavilion for the 2002 Japan Home Show and the 2002 Home Builders' Expo Osaka. The EBPA Pavilion at both events will be located within the US Pavilion being coordinated by the US Commercial Service. Both booth space and catalog display space available for EBPA members.

### 2002 JAPAN HOME SHOW PAVILION

Nov. 19 - 22, 2002—Tokyo Big Site, Tokyo  
500 companies/800 booths, 2001: 101,000 visitors  
WWW: [www.jma.or.jp/JHS/en/index.html](http://www.jma.or.jp/JHS/en/index.html)

### 2002 HOME BUILDERS EXPO OSAKA

Nov. 26 - Wed., Nov. 27, 2002—Osaka Dome, Osaka  
150 companies/300 booths, Exp. attendance: 20,000  
WWW: [www.jma.or.jp/JHS/en/v\\_general\\_x.html](http://www.jma.or.jp/JHS/en/v_general_x.html)

### **RESERVATION DEADLINE: JULY 19, 2002**

Booths include a 3mx3m space with side and back panels, carpet, outlet and electricity. Catalog display companies will have space for their representatives to exhibit catalogs, marketing materials and small product samples. EBPA and WA State representatives will hand out catalogs and collect leads if a company rep will not be attending.

The US Dept. of Commerce will organize a US Housing Seminar at the shows which will include short presentations by the exhibitors in the US Pavilion about their products and services. Companies interested in presenting should notify EBPA as soon as possible of their intent to exhibit.

### **2002 Japan Home Show ONLY:**

Booth space: EBPA member: \$3200, Non-member: \$3300  
Catalog space: EBPA member: \$600, Non-member: \$700

### **Home Builders Expo Osaka ONLY:**

Booth space: EBPA member: \$2600, Non-member: \$2700  
Catalog space: EBPA member: \$600, Non-member: \$700

### **BOTH 2002 JHS and the Home Builders Expo Osaka**

Booth space: EBPA member: \$5000, Non-member: \$5000  
Catalog space: EBPA member: \$1000, Non-mbr: \$1200

## October Japan Sales Seminars

The next EBPA/WA State building products sales seminars in Japan will take place October 3-7 in Hokkaido - Obihiro, Kushiro, Asahikawa, Sapporo and Hakodate. Participation is \$600 for EBPA members.

In each seminar 10 companies will give sales presentations. Additional companies are welcome to attend and participate in the mini-trade show at the event.

For further information, contact Larry Kvidera, at (253) 396-0131, or email [evgreen@ep.org](mailto:evgreen@ep.org)



201-A Broadway,  
Tacoma, WA 98402

Phone (253) 396 -0131

Fax (253) 396 -0132

Email: [evgreen@ep.org](mailto:evgreen@ep.org)

PRESORTED  
STANDARD  
US POSTAGE  
PAID  
TACOMA, WA  
PERMIT #1347

## **RETURN SERVICE REQUESTED**

## **EBPA Information**

Evergreen Building Products Association  
201-A Broadway, Tacoma, WA 98402  
Phone (253) 396-0131 Fax (253) 396-0132  
Email: [evgreen@ep.org](mailto:evgreen@ep.org)

### Contact Information

#### **Rose Braden**

#### **Program Manager, US-China Build**

CINTRAFOR  
Box 352100  
College of Forest Resources  
University of Washington  
Seattle, WA 98195-2100  
Tel. 206-543-0700 Email: [rbraden@uschinabuild.org](mailto:rbraden@uschinabuild.org)

#### **George Good**

#### **Trade Development Specialist, US-China Build**

Rom 306, 3F, Bldg. A, Far East International Plaza  
#299 Xianxia Rd.  
Shanghai 200051, China  
Fax. (86-21) 6270-5555 Email: [ggood@uschinabuild.org](mailto:ggood@uschinabuild.org)

#### **Larry Kvidera**

#### **Program Manager, EBPA**

201-A Broadway,  
Tacoma, WA 98402  
Tel. 253-396-0131  
Fax. 253-396-0132 Email: [evgreen@ep.org](mailto:evgreen@ep.org)

## **Cooperator Organizations:**

### ***Center for International Trade in Forest Products***

Box 352100  
College of Forest Resources  
University of Washington  
Seattle, Washington 98195-2100  
Tel. 206-543-8684 Fax. 206-685-0790 [www.cintrafor.org](http://www.cintrafor.org)

### ***Softwood Export Council***

520 S.W. Sixth Avenue #810  
Portland, Oregon 97204  
Tel. 503-248-0406 Fax. 503-248-0402 [www.softwood.org](http://www.softwood.org)

### ***Washington State Office of Trade and Economic Development***

2001 6th Avenue, Suite 2600, MS:TB-40  
Seattle, WA 98121  
Tel. 206-956-3131 Fax. 206-956-3151 [www.oted.wa.gov](http://www.oted.wa.gov)

### ***American Forest & Paper Association (AF&PA)***

1111 19th St., NW, Suite 800  
Washington, DC 20036  
Tel. 202-463-2700 Fax. 202-463-2471 [www.afandpa.org](http://www.afandpa.org)

### ***US Department of Commerce***

1401 Constitution Avenue, NW  
Washington, DC 20036  
Tel. 202-463-2700 Fax. 202-463-2471 [www.afandpa.org](http://www.afandpa.org)

### ***Foreign Agricultural Service***

Forest and Fishery Products Division  
AG Box 1047 - Room 4647  
Washington, D.C. 20250-1047  
Tel: 202/720-0638 Fax: 202/720-8461 [www.fas.usda.gov](http://www.fas.usda.gov)