

FOCAL POINT: China Edition

201-A Broadway, Tacoma, WA 98402 Phone: (253) 396-0131 Fax (253) 396-0132 www.uschinabuild.org

Building Materials Market and Distribution Mission

Mission for US companies Wanting to Start Exporting to China

From May 24-28, US-China Build will lead a delegation of US companies to Shanghai to provide an opportunity to investigate China's building materials and construction market and make a first-hand assessment of market opportunities. During the five-day mission, the group will meet with distribution companies, sales representatives for US building products sold in China, and purchasing agents from some of China's largest home centers. Mission members will also visit retail and wholesale outlets for building materials, the Shanghai International Building and Construction Trade Fair, and upper income single- and multi-family residential developments.



Mission members will visit single and multi-family home developments

According to Rose Braden, USCB Program Manager, a key bottleneck for US companies to start export sales to

(Building Materials Trip continued on page 3)

US-China Build Program

The US-China Build Program (USCB) was developed by Evergreen Building Products Association and the American Forest & Paper Association, with federal support from the US Dept. of Commerce Market Development Cooperator Program and USDA Foreign Agricultural Service, to promote exports of US building products and services to China's residential and light commercial construction market. USCB offices in the Pacific Northwest and Shanghai are available to assist US companies. For more information about how your company can participate in USCB and opportunities available to US exporters in China's housing market, contact Rose Braden at (206) 543-0700 or rbraden@uschinabuild.org.



US-China Build Sales Mission Draws Hundreds

US companies reported over \$1.6 million in expected sales over the next 12 months from their participation in the September 2003 sales mission to China. Over 430 buyers and construction professionals attended the 2nd Annual US Building Materials Seminar and Mini-Trade Show Series held in Shanghai, Beijing and Shenzhen. Eleven US building products companies and associations presented information about their products and services during the seminars and mini-trade shows.



Seminar attendees and company representatives meet during a mini-trade show.

Chinese attendees represented a range of construction-related industries. The greatest number of people who attended were building materials or wood buyers (29% of attendees), developers (20%) and professionals in the construction and design trade (19%).

The seminars provided forums for Chinese attendees to learn about the longevity of wood frame construction, proper construction techniques and design, US building materials, and product innovations. This year's program also include presentations by Chinese developers about their experiences building, marketing, and selling wood frame homes.

Mini-trade shows enabled attendees to learn about specific products and talk with manufacturers representing products ranging from windows and doors, insulated glass, plumbing fixtures, to structural building materials. Seven US companies reported that they made 470 con-

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Advice for Exporters: China and the WTO: Progress, But Is it Fast Enough?

By Joe Borich, Executive Director
Washington State China Relations Council

Since joining the WTO on December 11, 2001, China has enjoyed record growth in foreign trade and foreign direct investment. In the first half of this year alone, trade figures released by Beijing show that China's two-way trade jumped to a record one-month high in July, up 32.8 percent year-on-year to \$74.6 billion. For 2003 through July, China's exports grew 33 percent to \$228 billion, while imports rose nearly 43 percent to \$222 billion. US-China trade is also growing at a record-breaking clip. During the first five months of this year two-way trade grew to over \$65 billion, and will easily top \$150 billion by year-end. Total US direct investment in China is nearing \$50 billion, and accounts for about 10 percent of all foreign direct investment there.

At the same time, China has reviewed thousands of trade- and investment-related laws and regulations, amending them where necessary to make them WTO-compliant and for the first time ever in China's long history, making them available to the public. It has also met or exceeded its commitments to lower tariffs on agricultural and industrial imports and is generally on track with its commitment to eliminate quotas on imports. As it promised, it has opened its market to foreign financing of auto purchases, begun the process of opening its financial services, retailing and distribution to equal participation by foreign companies. The Beijing American Chamber of Commerce reported that most of the US companies in China that it surveyed were profitable and/or satisfied with the results of their investments thus far.

Yet, much remains to be done. The US government and some US interest groups are growing impatient for more progress. Although US exports to China are growing at an accelerating rate, the projected US trade deficit with China for this year will be a whopping \$120 billion, the largest-ever bilateral trade deficit with any country and roughly equal to our global trade deficit only six years ago. U.S. unions, the textile industry and an assortment of members of the National Association of Manufacturers – along with a growing list of Members of Congress – view the trade deficit and the parallel loss of American jobs as more manufacturers shift production to China as major political issues.

Responding to domestic concerns, the Bush administration has recently slapped quotas on three categories of Chinese textile exports, and will likely do the same shortly with several other products including color television sets. Although the reasons for our burgeoning global trade deficit and the recent loss of manufacturing jobs are many and varied (and mostly have nothing to do with China) political realities, especially in an election year, oblige the administration to "do something."

Selective product import barriers in response to findings of domestic market disruption or dumping are probably compatible with WTO procedures, and certainly with the terms that China agreed to in its WTO protocol of accession. In any event, this is a better approach than trying to steer China into the uncertain waters of currency revaluation as was attempted earlier, or slapping an across-the-board prohibitive tariff on all Chinese imports, as is proposed in legislation pending before the Senate.

However, the administrative actions already taken or contemplated invite Chinese retaliation. China has already postponed a major buying mission to the US that was prepared to spend billions of dollars on purchases of agricultural commodities (including soybeans, grain and cotton) and equipment, and has threatened to raise tariffs on US exports. Launching a trade war will not serve the interests of either country.

Rather than lurch into a "tit-for-tat" struggle with China to limit its exports, we would be wiser and likely more effective to concentrate our efforts on obliging China to open its market faster, focusing our pressure on China's WTO commitments. Emphasizing the importance of market opening measures and full compliance with China's WTO obligations puts the onus where it should be and would justify WTO-compliant retaliatory measures if China failed to move expeditiously. However, some thought should be given to the complexity of the problem China faces; the scope of our pressure should be focused on what is attainable and most immediately beneficial to American companies. Used sparingly and in a highly focused manner, the threat of retaliatory measures to counter specific and well founded complaints of denial of access to China's market might just induce China to move with greater alacrity to further dismantle some of the long-standing barriers that keep the market there less than free and fair.

That would be a more sensible approach.

The Washington State China Relations Council, is a private, non-profit trade association dedicated to promoting stronger commercial, educational, and cultural relations between the state of Washington and the People's Republic of China. More information about the WSCRC is available at www.wscrc.org.

Weyerhaeuser Signs Agreement with Chinese Forestry Department

During a visit to Washington State last month, the President of the Chinese Academy of Forestry and Weyerhaeuser Co. signed an agreement to collaborate on forestry research and environmental restoration. The agreement was the result of talks that started during Governor of Washington Gary Locke's visit to China in October. Hailed as a sign of "new era of cooperation and teamwork" the Governor said he hopes the agreement will improve China's environment, forge closer trade ties and potentially lead to business contracts.

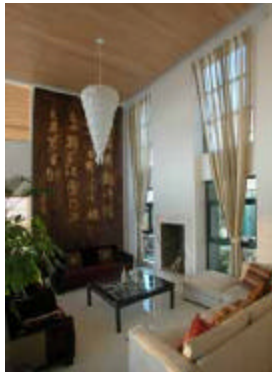
American Hardwood Export Council Opens Model Home

The American Hardwood Export Council (AHEC) announced the opening of its first show house this November in China to demonstrate the diversity, variety and quality of US hardwood applications for interior design and fittings. The 4,600 square-foot, three-story show house, located at the Oasis Riverside Villa in Zhujiajiao, Shanghai, was a joint effort with developer Shanghai Zhu Fu Estate Co, a subsidiary of Shanghai Real Estate.

"Rapid economic growth and deregulation of the housing sector in China have created a new generation of increasingly affluent, savvy consumers who are eager to outfit their living space with quality interior decoration and furnishings made with US hardwoods", said Michael Snow, Executive Director, AHEC. In 2002, China topped the international market as the largest importer of US hardwood products. In the first eight months of 2003, the total value of direct import of US hardwood products reached US\$107 million. Including Hong Kong, the total value of exports approached US\$200 million - despite a spring slowdown due to the SARS outbreak.

"We have seen rapid growth in the market. Housing sales in the first six months rose 44.8 percent from a year ago to US\$25.4 billion. The rapid rise of disposable income in China has led to greater consumer demand for high quality housing and increased appreciation for interior decoration and furnishing. We are building homes that satisfy these needs. US hardwoods are well known for their quality and variety, and can perfectly

match with the overall design and architecture concept of our development. In addition, consumers are now more environmentally conscious. We are addressing this need with US hardwood, a renewable resource through its forestry management, which ensures its perpetual production. Use of US hardwoods also aligns with the "natural" theme of the Oasis Riverside," said Mr. Shi Jiandong, Executive Director of Shanghai Real Estate Ltd.



A carved black walnut panel paired with a maple ceiling provides visual contrast.

Rising incomes in China and increasing sophistication of Chinese consumers' tastes with their living environment have boosted the demand for all kinds of wood products. Statistics showed that consumers in China spent approximately US\$9bn on wood products for interior decoration in 2001. Individual housing consumption and building expenses totaled US\$54.3bn in 2002, at a time when the income of Chinese consumers increased 9 percent in the first half of this year. Market demand for interior decoration is expected to increase exponentially.

Renowned Hong Kong-based interior designer Patrick Fong combined US hardwood species in a fusion of contemporary design and Chinese elements. "US hardwood is known for its exceptional quality and diverse applications. Awareness and acceptance for US hardwoods in Greater China has increased significantly over the past 10 years through AHEC efforts. Architects, interior designers and contractors have become increasingly knowledgeable and receptive to various applications of different US hardwood species," said Fong.

"Contrast is used to create differentiation each section of the house. Five US hardwood species - red oak, hard maple, walnut, cherry and white oak - were used throughout, each providing a unique character. For example, red oak and hard maple flooring were used extensively in the show home. A walnut wood carving plaque with stylized Chinese calligraphy on the wall and the hard maple ceiling in the living room provide an opposing yet harmonizing effect, giving the space a very special character. In the master bathroom, an inspiring design of red oak is used as the surrounding planks for the bath tub," Fong added.



The combined kitchen/dining room features maple flooring and modern appliances.

This article and photos courtesy of the American Hardwood Export Council (AHEC). For more information about AHEC and its programs, visit their website at www.ahec.org

(Building Materials Trip continued from page 1)

China is understanding the logistics and distribution system for building materials and finding reputable distributors and sales representatives in China. Many US companies are unsure about their strategy for China, but realize a lot of activity in China's construction market that could positively affect their business. US participants on the mission will have an opportunity to observe and understand the market first-hand and begin discussions with pre-screened sales and distribution companies.

The mission has been rescheduled to enable US participants to visit the Shanghai International Building & Construction Fair, one of China's largest building materials shows, where USCB will also host an 870 square foot US Pavilion. The fee to participate in the mission is \$650 for EBPA members, \$750 for non-members. Meals, accommodations, and airfare costs are the responsibility of each participant. Arrangements will be made by USCB. Packages that include hotel and travel costs are also available.

E-mail Rose Braden at rbraden@uschinabuild.org if you are interested in participating or would like more information about the mission.

China seen as threat and a market opportunity

By Linda Barr, Forestweb (www.forestweb.com)

China is the world's most interesting market right now, and poses both a competitive threat and a significant opportunity for foreign companies considering doing business there, according to a number of trade analysts speaking at a seminar in Tacoma, Wash., on Dec. 3, sponsored by the Center for International Trade in Forest Products and the EBPA.

As everyone knows, China has been undergoing probably the most rapid cultural and economic change of any society in the history of the world. Its goal of becoming a major world economic power is quickly transforming the country. Part of the transformation is its "planned market" economy, a plan that is incomplete but forms the basis for directing government efforts, such as its accession to the World Trade Organization in Dec. 2001. And China's WTO obligations include opening its markets and reducing its barriers to trade over the next few years. This already has resulted in great growth in foreign trade and investment in China, accompanied by a growing middle class, a growing demand for modern, better quality goods, and a growing demand for jobs near urban centers.

Wood products comprise a good example of the market change in China. US wood exports to China grew nearly 40% in 2001-2002, in value terms. But China's revenue from wood exports to the US is now two-to-three times greater than US sales of wood into China, according to statistics compiled by the US-China Build organization. While China is the US's fourth leading market for forest products, these account for only a 6% share of that market.

Plywood is a textbook case of both "market opportunity and competitive threat" for international suppliers, analysts said. China's domestic plywood industry was unable to compete with foreign imports when the industry was dominated by state-owned, usually small-scale, basically equipped enterprises. But today, following the arrival of foreign joint-venture partners, China's plywood industry has taken off.

But the market in China for wood products is growing, too. Much of the older housing stock in China is shoddy, which has contributed to the current building boom. Home ownership is increasing about 30% per year, particularly in urban areas. The number of marriages and new household formations are staggering. About 10 million new housing units are being constructed in China per year – the estimates vary from four to 20 million. What is certain is the fact that roughly 7% to 8% of GDP is being invested in housing, and government programs are facilitating home ownership.

Although multi-story, multi-family homes are the norm, even the typical home is changing. For instance, there

are fewer people per household today. Currently, the typical new home purchase is a concrete shell – no floors, no doors, no cabinets. It requires about six-to-eight months for the new homeowner to finish and furnish this home, at a cost of about 40% of the original purchase. The trend, however, is shifting to turnkey homes, or more complete homes, with government targeting 2007 for a phase-out of the shell concept.

Today, the homeowner typically hires a decorator and/or installer to complete the work on the shell, and the materials are purchased from "Big Box" stores... called buy-it-yourself, rather than do-it-yourself stores. They are seen as "one-stop-shops," for furniture and building materials.

These retail outlets have grown from one in 1995 to 50 today, and there are plans for as many as 200 in a few years, primarily located in the north and northeast coastal sections of the country, reports Paul Boardman, director of CINTRAFOR. This shift to Big Boxes – such as B&Q, and HomeWay – are replacing the undifferentiated "street vendors," or mom-and-pop distributor/manufacturers of building products, such as moldings and doors.

Although the analysts pointed out this trend toward Big Box distribution is an opportunity for US and other wood products producers, they said it is a challenging environment. Foreign made items have prestige and are perceived as having quality, but there is little brand familiarity. Further, China's distribution system is fragmented, and submarkets are the rule. And infrastructure is lacking for an efficient distribution system. To succeed in this market, the speakers emphasized the product should be one that cannot readily be dupli-

(China Seminar continued on page 6)

Softwood Export Council Promotes US Wood Products at Dalian, China Show

On October 14-17, the Softwood Export Council and the American Forest & Paper Association participated in the Dalian, China Furniture & Woodwork 2003 trade show. The two organizations distributed literature about American softwoods at their booth displaying various US species. Representatives at the booth met with approximately 350 attendees, who were reportedly keenly interested in several of the species.

Approximately ten lumber companies from North America had product displays at the show. According to discussions with the show attendees, Chinese manufacturers are using American cedars to produce pencils and picture frames and Sitka spruce to for musical instruments. In 2002 China imported \$12 million of Sitka spruce, \$460,000 of cedar and \$1 million of Ponderosa Pine. The popularity of these species has grown considerably in 2003. In the first 6 months of the year, China imported \$1.2 million of Sitka spruce and \$1.2 million of Ponderosa pine.

Retail Home Center Sales in China Surge

By Rose Braden, US-China Build Program

Rising home ownership and disposable income are creating a boom in sales of home improvement goods at new home centers in China's metropolitan cities. Government deregulation of China's housing industry not only allows, but encourages consumers to purchase their own homes as opposed to being provided housing by their employer, which is boosting home ownership by 30 percent a year. Coupled with rising disposable income, newly introduced home centers such as UK-based B&Q, German OBI, and Chinese-owned Home Mart, Home Way and Orient Homes, are expanding at a rapid pace. According to *The Economist*, B&Q "estimates that one-tenth of China's 400 million households have "western" levels of disposable income with US\$1,000 or more a year to spend on home improvements." B&Q estimates that China's home-improvement market is worth almost US\$24 billion.

Virtually all products in China are available through small retail stores specializing in certain products such as plumbing fixtures or light switches. These largely unregulated stores offer cheaper products, but provide little in the way of service, quality certification, or warranties. This system has made one-stop home centers an attractive option for consumers. Signs proclaiming "no fakes" and offers of money back guarantees are staples at B&Q stores. Consumers also appreciate being able to shop for every product needed to finish the standard concrete shell apartments or to make minor upgrades at one store.

Realizing that China is not a do-it yourself country, home centers have made home improvement services a large part of their marketing plans. Home centers in China offer services to finish an entire home from the wiring to the furniture, all of which is covered by a guarantee. This is particularly attractive in a market where condominiums are sold as concrete shells and the homeowner must contract workers to outfit their home with everything from plumbing fixtures to interior doors and wall and floor finishes. Finishing services are provided by a legion of small, largely unregulated companies. The quality of work is often inferior, workmen poorly trained, and unless closely watched, some finishing companies will substitute low quality materials for the ones specified. For many Chinese home buyers, decorating a new apartment is a time-consuming, stressful, and frustrating ordeal. The home decoration industry is one of the largest single sources of consumer complaints, causing China's government to move toward mandating all condominiums be sold on a finished basis.

The draw of guaranteed workmanship and ease of

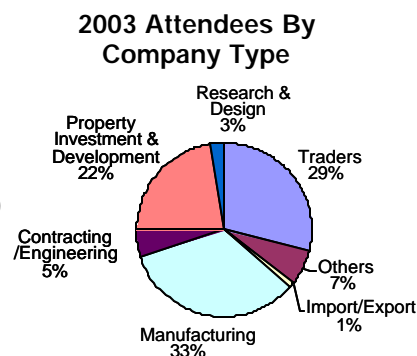
working with home centers has been a boon for sales. B&Q reports that service and goods packages have increased same-store sales in China by 19 percent this year. Home center managers hope that they will nurture and create the do-it-yourself mentality, a component vital to the stores' success, by first offering services.

Growing demand for goods and services offered by home centers has fueled rapid expansion. The Home Depot business model was brought to China in 1996 by Home-Way, which opened its first home center outlet in Tianjin, one hour from Beijing. OBI followed in 1998 and B&Q in 1999. During the same period HomeMart and Orient Home, two Chinese companies, entered the market. These five chains now operate 46 stores in China. Government owned Home Mart, China's largest home center chain operates 15 stores and plans to open 20 more outlets over the next three years. OBI operates only eight stores and plans to open 50 outlets by 2007. B&Q, which also operates eight stores, plans to open 58 stores 2005, and 126 stores by 2010. China's only privately owned, Chinese-based store, Home Way, owns seven stores. It planned to open 14 more outlets in 2003, but put plans on hold after the SARS breakout and scaled plans to open four new stores by the end of 2003.

USCB Organizes US Pavilion at Shanghai International Building & Construction Trade Fair May 21-24, 2004

The US-China Build Program (USCB) is organizing a US Pavilion at the Shanghai International Building & Construction Trade Fair. The show, to be held May 21-24 is expected to again host over 40,000 buyers. The Pavilion currently has 8 booths. Additional display space is available, but it is filling quickly.

Activity at the 2003 trade show was brisk. Companies who participated in the US Pavilion in August this year reported over \$200,000 in sales in the three months following. The USCB booth alone received almost 600 inquiries.



Booth Space:

EBPA Members: \$1400, Non-Members: \$1500

Catalog Space:

EBPA Members: \$450, Non-Members: \$550

For more information about participating in the Pavilion, visit the US-China Build website (www.uschinabuild.org) or contact the USCB staff.

US-China Build Upcoming Activities

<p>2004 Winter Gateway Housing Business Program</p> <p>Dates: January 15 (China, Korea) February 23 (China only)</p>	<p><u>Join the Evergreen Building Products Association and 2004 Winter Gateway Program.</u> Developers, builders, architects, and building materials importers from Asia will be in Seattle in January and February for this seminar and site visit program about residential construction. Display your company's products and meet with buyers at mini-trade show and reception to be held in Seattle.</p>	<p>EBPA MEMBERS ONLY</p> <p>Mini-Trade Show Display & Reception: \$80</p> <p>Reception Only: \$30</p> <p>Bilingual Interpreter at reception: \$30</p>
<p>US Housing & Building Materials Newspaper Issue 5 Advertising</p> <p>Order Deadline: March 1, 2004</p> <p>Release Date: April 2004</p>	<p><u>Reach thousands of readers by advertising in the Chinese-language US Housing & Building Materials Newspaper.</u> For each minimum 1/3 page ad USCB will include a free 1/6 page product profile. The newspaper is mailed to our database of almost 5,000 companies, posted on the USCB Chinese website, and distributed at the US Pavilion at the Shanghai International Building & Construction Trade Fair.</p>	<p>For each 1/3 page ad, USCB will include a free 1/6 page product profile.</p> <p>Ad rates vary. See insert for rates or go to: www.uschinabuild.org/Events/events.htm</p>
<p>US Pavilion: Shanghai International Building & Construction Trade Fair</p> <p>Dates: May 21-24, 2004</p>	<p><u>Display your products in this US Pavilion being organized at one of China's largest building materials trade shows.</u> A pavilion of booths featuring US building materials will include prominent signage. Catalog space is also available. Companies may staff their catalog displays or if they cannot attend, USCB staff will collect trade leads on your behalf.</p>	<p>Booth Space EBPA Members: \$1400 Non-Members: \$1500</p> <p>Catalog Space EBPA Members: \$450 Non-Members: \$550</p>
<p>2004 US-China Build China Research Mission</p> <p>Date: May 24-28, 2004</p> <p>Location: Shanghai</p>	<p><u>Assess China market opportunities first hand by meeting with distribution companies, product representatives and purchasing agents from some of China's largest home centers during this one-week mission.</u> Mission members will also tour the Shanghai International Building & Construction Fair, one of China's largest building materials show.</p>	<p>EBPA Members: \$650 Non-Members: \$750</p> <p>Price does not include airfare, hotels, meals, or domestic transportation. Packages with airfare & hotel are available.</p>

(China Seminar continued from page 4)

cated by domestic manufacturers. Niche markets are proving particularly successful. Further, several analysts pointed out a supplier should consider having a sales office in the country rather than just a sales representative. Local partners may be the best answer.

China still has many problems, all agreed. Growing rural unrest is reported as the gap widens between economic groups. There is an aging population without a pension plan. There exists no system of "checks and balances." Over-capacity is increasing in many sectors. There is a looming trade war between China and the US, which the analysts agreed, won't serve either. Indeed, the US International Trade Administration is launching an "Unfair Trade Practices Team," and China is "squarely in the crosshairs."

However, as a representative for Pella Windows pointed out, for any company that is willing to be patient, to take risks, and has the skill to discern what is a real opportunity among many options, the "ride can be very exciting."

(Sales Mission Continued from page 1)

tacts during the mission.

Panel discussions featuring US company and wood products association representatives provided forums for question and answer sessions. Some reoccurring topics included the following:

- Cost and durability of wood construction and building materials.
- If US grade stamped products are recognized by China's building codes.
- Availability of US home designs and Western style wood frame home projects in China.
- Profit margins for wood frame homes in the US.
- How the design and product selection process works in the US.

The event was sponsored by EBPA, AF&PA, APA-The Engineered Wood Association, SEC, The Center for International Trade in Forest Products, and The State of Washington Office of Community Trade and Economic Development.

Evergreen Building Products Association News

BPA Japan Publications Offer Low-Cost Marketing Opportunity

The following are just two examples of trade promotion programs and activities that EBPA is offering in 2004. For detailed information about the programs below, see the web links provided or contact Larry Kvidera, EBPA Program Manager, (253) 396-0131 or e-mail evgreen@ep.org.

EBPA/WA State Housing and Building Materials Newspaper For Japan – Issue 16

Space Reservation Deadline: January 9, 2004

http://www.ep.org/program_flyers/advertising_iss16.PDF

Promote your products and export services in one of Japan's leading Japanese-language housing and building products industry trade publications. Since 1997, the EBPA/WA State Housing Industry & Building Products Newspaper has proven to be one of the most successful and affordable marketing programs for US building product manufacturers and exporters for Japan.



10,000 copies of the 16-page tabloid publication are distributed to key industry contacts, including: builders, architects, importers, wholesalers, interior designers by direct mail, at industry trade shows and events, and via industry trade associations in Japan. Go to http://www.ep.org/us_japannews.directory.htm to see the publication on-line.

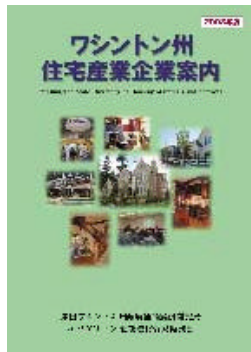
2004 EBPA/WA State Directory of Housing Materials and Services to Japan

Cost: EBPA Member—\$100, Non-member/WA State—\$125

Space Reservation Deadline: January 15, 2004

http://www.ep.org/program_flyers/2004directory_email.htm

EBPA Members and companies in Washington State are invited to list their companies in the 2004 edition of the Directory of Building Materials and Services for Japan. In its 9th year, the Directory is an inexpensive means to promote your products to a national audience of builders, architects, building materials importers and other potential customers in Japan.



The directory is published as a printed book and on-line. 2,500 copies of the print directory will be distributed by direct mail, at industry trade shows and events, and to Japanese companies contacting EBPA and WA State Office in Japan for information about US manufacturers and exporters of building materials.

EBPA Announces Hiring of New Japan Representative

EBPA is pleased to announce the addition of Akira Kajita as its new EBPA Japan Representative as of November 13th. Akira replaces Ms. Noriko Ban, who resigned from the position at the end of August.



Akira Kajita
EBPA Japan Representative

Born and raised in Tokyo, Japan, Akira has over ten years of business experience in international sales and marketing. He has been employed for the last eight years as Japan Territory Manager for Loewen Windows, a Canada-based window and door manufacturer, where he was responsible for managing Japan distributor sales and formulating marketing strategies and tactics.

Akira received his Bachelor of Commerce degree from Meiji University (Tokyo, Japan), has completed coursework in House Construction (Kwantlen University College, Surrey BC) and International Trade Logistics (BC Institute for Studies in International Trade, Vancouver BC).

Akira is fluent in English and Japanese. He enjoys music and travel.

Evergreen Building Products Association helps US companies Export Products and Services

Evergreen Building Products Association (EBPA) is a nationally recognized non-profit trade association of residential and light commercial building materials manufacturers, exporters, wholesalers and distributors.



With office representation in Japan and China, access to a worldwide network of industry trade representatives through its membership in the Softwood Export Council, EBPA helps US companies export products and services worldwide, with particular focus on key markets in Asia.

EBPA offers sales missions, trade show pavilions, foreign language newspapers and directories, US-based Gateway programs for buyers from overseas, market research, and other programs and services in Japan and other markets to help US building materials companies export. EBPA is the primary MDCP grant recipient and administrator of the US-China Build Program.

For more information about EBPA and how to become a member, contact Larry Kvidera, EBPA Program Manager, at (253) 396-0131 or e-mail evgreen@ep.org.



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USCB Organizers:

- **Evergreen Building Products Association**
- **American Forest & Paper Association**

USCB Partner Organizations:

- **Center for International Trade in Forest Products, University of Washington**
- **USDA Foreign Agricultural Service**
- **Softwood Export Council**
- **US Department of Commerce (Market Development Cooperator Program)**
- **Washington State Department of Community, Trade and Economic Development**

www.uschinabuild.org

The bilingual website is regularly updated to bring you the latest information about China's residential construction market including:

View New Content:

- Searchable Directory of US Exporters to China
- Schedule of Chinese Trade Shows
- USCB Chinese-language Housing Newspaper
- Links to other China-related websites

