



# FOCAL POINT: CHINA EDITION

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## “DISTINCTIVE DESIGNS” AVAILABLE ONLINE

**D**istinctive Designs – A Showcase of American Building Materials is now available online and in-print. Published by US-China Build and its cooperators, the book is intended to provide Chinese designers and end-users with ideas about how to integrate US building materials into projects in China. The full-color Chinese-English book highlights the design flexibility of US building materials in residential and commercial construction, bridges, and interiors.



The more than 50 projects featured in the book are generally less than 10 years old and have been built in a variety of countries and climates, with a diverse range of end-uses and material combinations. Descriptions in Chinese and English that accompany each of projects highlight the key design goal with a brief statement explaining interesting

*(Distinctive Designs 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 (503) 248-0406 or rbraden@uschinabuild.org.



## EBPA ANNUAL MEETING FOCUS ON CHINA MARKET

**C**hina was the focus of the EBPA's Annual meeting, held on December 1st. Fifty-five EBPA members met in Seattle for dinner and to hear presentations about China's distribution system and changes in China's building materials market.

Rose Braden, Program Manager for USCB, presented an overview of marketing practices, distribution channels, and trends in China's building materials markets based on information gathered during the May 2004 USCB business development mission to Shanghai. Ms. Braden told the audience that government initiatives and increasing consumer demand for more comfortable homes are stimulating demand for higher quality and more energy efficient building materials. According to China's Minister of Construction, energy consumption of buildings in China is double, or even triple that of developed countries of comparable climate. Experts estimate that if new and existing buildings in China conform to advanced energy conservation standards, annual energy consumption would drop by an equivalent of 335 million tons of coal, or one-fifth of China's energy consumption. As a means of reducing energy consumption, the Shanghai government will mandate that design and construction of new residential and public buildings comply with established energy conservation standards starting in 2006. Further, developers, seeking to differentiate their projects from their competitors, are also using higher quality and more energy efficient products to attract upper income consumers.

### Finished Housing May Change Distribution

A government initiative to phase out unfinished "shell" housing in favor of turnkey housing is also changing China's \$2.5 billion a year interiors industry. Once the changeover is fully implemented, small contractors who

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## ADVICE FOR EXPORTERS: A LOOK BACK ON USCB PROGRESS TO DATE

Rose Braden, US-China Build Program Manager

**U**S-China Build (USCB), a consortium of government and non-profit trade associations, is truly a cooperative effort to promote US building materials and technologies in China. The result of a grant awarded to the Evergreen Building Products Association (EBPA) by the US Department of Commerce, USCB is administered by EBPA with staffing and/or financial support from the State of Washington, the Center for International Trade in Forest Products, the American Forest & Paper Association, APA-The Engineered Wood Products Association, the Softwood Export Council, and the Foreign Agriculture Service. USCB activities focus on creating sales opportunities in China for US exporters of building materials and professional services. USCB also provides market information about China to American exporters.

The US-China Build Program is a two-pronged effort: trade promotion and market education. Activities in China are designed to inform Chinese construction professionals about US building materials wood frame building technologies, and US species. This is achieved through the US-China Build Program's office in Shanghai, sales missions, seminars, semi-annual Chinese-language US Housing & Building Materials Newspapers, US supplier guides, and trade show pavilions featuring US building materials. In the US, US-China Build informs US exporters about China's building products industry, provides advice about China business practices, and identifies potential customers through the programs seminars, quarterly newsletter, and personal consultations.

As one of the first ongoing cooperative programs of its kind, US-China programs began in November 2001. As more US companies have become familiar with US-China Build, US company participation in overseas activities has increased. At the same time, as Chinese companies become better acquainted with US product options and US-China Build programs, seminar attendance has continued to increase. The semi-annual Chinese-language US Housing & Building Materials Newspaper, which contains advertising, technical articles about using American building materials and improving energy efficiency, product and project profiles, and related news is mailed to over 8,000 Chinese architects, developers and other construction professionals. Response to the newspaper has been extremely positive and continues to generate increasing numbers of sales leads.

While not all companies share their sales results, we have tallied the following success stories since the program's inception in November 2001:

- Over 130 US companies have participated in US-

China Build programs in China, resulting in projected and actual sales totaling more than \$10 million.

- 270 Chinese construction professionals have traveled to the US to meet with US building materials suppliers and learn about US building materials and wood frame building technologies. An additional 1,300 Chinese construction professionals have attended seminars hosted by US-China Build in China.
- The bi-annual US Housing & Building Materials newspaper reaches 10,000 readers, 8,000 of which are included in the USCB database of contacts.

For more information about US-China Build activities, contact Rose Braden at [rbraden@uschinabuild.org](mailto:rbraden@uschinabuild.org) or 503-248-0406 or see the program website at [www.uschinabuild.org](http://www.uschinabuild.org).

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### US-CHINA BUILD TO LEAD BUSINESS DEVELOPMENT MISSION TO CHINA

**D**uring the week of June 6, US-China Build will lead a delegation of US companies to Shanghai to provide an opportunity to learn about China's building materials and construction market. During the five-day mission, the group will meet with developers of residential projects, 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.

According to experts in China's building products industry, key obstacles for US companies who want to begin export sales to China include a lack of 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 are aware that China's construction market 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 fee to participate in the mission is \$650 for EBPA members, \$750 for non-members. Costs of meals, accommodations, and airfare are the responsibility of each participant. In country transportation will be arranged by USCB and hotel reservations can be made. Packages that include hotel and travel costs are also available. For more information and a detailed itinerary, please contact Rose Braden at (503) 248-0406.

## GLULAM BRIDGE MISSION HOLDS SHANGHAI SEMINAR

During the first week of December, over 75 Chinese architects, engineers, and developers attended a seminar presented by APA – *The Engineered Wood Association* (APA) and the American Forest & Paper Association focusing on modern timber bridges, wooden landscaping materials, and large heavy timber structures. The seminar was co-sponsored by Shanghai PlusWood, a distributor of treated U.S. soft-

woods, and the Shanghai Landscape Architectural and Design Institute, a firm that has been instrumental in advancing “green” landscape design. The seminar was part of a week-long trade mission that included U.S.



US Softwoods Timber Bridge Seminar participants at Sheshan International Golf Course

glulam manufacturers, wood treaters, building materials consolidators, designers, and AF&PA/China and Softwood Export Council staff. During the seminar, members of the American Softwoods delegation explained the production process for treated wood and glulam structural members; the procurement and shipping process for U.S. building materials used in China; and the design, engineering, and construction process for bridges and other large-scale timber projects. The delegation also hosted a press conference for twenty invited representatives from the Beijing and Shanghai media. The U.S. delegation met individually with key municipal developers in the Shanghai and Kunshan area and discussed their plans for the upcoming 2010 World's Fair.

The popularity of wooden bridges, walkways, and other landscaping details in China continues to grow as demand for more comfortable communities and environmentally friendly building materials rises. Suburban home developments increasingly feature canals with wooden footbridges and green spaces accented with wooden walkways, club houses, and gazebos. One such project has been the recent construction of a 100-foot U.S. double-arched glulam bridge at the Sheshan International Golf Course, the site of the American Softwoods seminar. Other U.S. glulam bridge projects are being considered in several new city development areas of the Yangtze River area.

APA has also produced a printed case study of the recent Sheshan bridge in Chinese. The pamphlet will be distributed at seminars and trade events and will soon be available at the Publications Store of APA's web site at [www.apawood.org](http://www.apawood.org).

(Distinctive Designs continued from page 1)

features and materials used. Artfully designed full-color page layouts include project profiles, project photos and floor plans. The projects selected show a wide range of American building materials and design styles used in ways to suit local, or sometimes historic, contexts.

The book is being used in China to illustrate how American building materials, in conjunction with architectural design and construction



technology, form a building system that is based on uniform standards to ensure structural integrity, yet is flexible enough to allow for an unlimited range of product combinations and design styles. As a result, American building products can be used in virtually any type of project – from Western-style, single-family homes, high-rise, multi-family residential or light commercial projects, to public facilities designed and built in China.

Projects similar to those showcased in the book could be built in China, but designers and developers in China may also want to consider incorporating individual design ideas shown in the book along with American building materials, into future projects. An integrated approach that combines the best from America and China will meet modern needs and cater to the demand of Chinese buyers for unique and high quality projects for decades to come.

Copies of the book are available for \$15 to cover the cost of shipping and handling. Contact the Evergreen Building Products Association at 253-396-0131 or at [evergreen@ep.org](mailto:evergreen@ep.org). The book is also available online at [www.uschinabuild.org/distinctivedesigns.htm](http://www.uschinabuild.org/distinctivedesigns.htm).

### INTERESTED IN BUILDING PRODUCT EXPORT OPPORTUNITIES TO CHINA?

Visit us at the US-China Build booth (#S11237) at the NAHB International Builders Show to find out more about the China residential construction and building materials market, and USCB upcoming programs and activities planned for 2005.

(Annual Meeting continued from page 1)

purchase small volumes of building materials from regional distributors may be replaced by developers seeking to increase profits by installing interior finishes themselves. Also, large retail home centers such as German-owned OBI and Chinese-owned HomeWay that offer full-service product installation and warranties, an attractive service for middle-income consumers, are emerging as a new source of competition for small retailers and contractors.

Demand for imported products is increasing, yet US products still face obstacles. Competition from lower cost domestically produced products and counterfeit grade stamps and goods continues to be a problem. Other obstacles to doing business in China such as finding a suitable distributor, understanding cultural differences in business and personal relations, overseeing a distributor from the US, and subsidizing China-based business until a profit is realized also exist.

### Heavy Timber and Treated Wood Use in China

Charlie Barnes, Market Development Manager for APA-The Engineered Wood Products Association's (APA) International Marketing Division, gave a presentation about the increasing acceptance of heavy timber construction and an introduction to China's engineered board manufacturing. Mr. Barnes told the audience that rising consumer wealth is spurring demand for wood in landscaping applications in luxury home developments and golf courses in China. More information about American Softwood's work promoting the use of treated wood and heavy timber construction in China can be found on page 3.

Wooden roof truss systems to be used in conjunction with traditional masonry construction represent another market opportunity. Wood trusses would significantly reduce the construction time and improve the energy efficiency of concrete roofs, which are the current industry standard. Wood is widely used for interior trim, windows and doors, cabinets and finished flooring but seldom as a structural element. Even partial adoption of wood trusses has the potential to significantly increase the use of structural lumber in China.

Mr. Barnes also discussed China as a competitor in the international plywood market. Mr. Barnes explained that while China's plywood production methods are very labor and time intensive, most of the plywood produced in China is low grade and used domestically for formwork and other non-appearance grade applications. Due to the low cost of labor, however, these producers are profitable. Mr. Barnes added that the same low cost labor force is capable of meticulous workmanship when needed as evidenced by the high quality domestically plywood used in the furniture industry.

## ADVERTISING AVAILABLE IN SPRING USCB HOUSING & BUILDING PRODUCTS NEWSPAPER

Reach thousands of readers by advertising in Issue 7 of the Chinese-language US Housing Industry & Building Materials Newspaper.

Each issue of the newspaper contains information about US building materials, energy efficient products and design, project and product profiles, industry innovations, and question and answer columns. The paper is mailed to our database of over 8,000 companies, posted on the US-China Build Chinese-language website, and distributed at trade shows and seminars.



The Fall issue will also be distributed to building materials specifiers and distributors at the US-China Build US Pavilion at the Shanghai International Construction & Building Materials Trade Fair, May 24-27 in Shanghai.

### Ad Rates

Ad Size	Non-member Rate	EBPA Member Rate
Full Page	\$1935	\$1742
1/2 Page	\$1305	\$1175
1/4 Page	\$900	\$810
1/6 Page	\$720	\$648
1/12	\$473	\$426

Companies purchasing a 1/4 page or larger ad will receive a free 250 word product profile with a photo. Color ads are also available for an additional 10% of the standard ad price.

For more information about advertising, distribution, or product profiles, please see the insert in this newsletter or contact Rose Braden at (503) 248-0406 or [rbraden@uschinabuild.org](mailto:rbraden@uschinabuild.org)

## US PAVILION TO BE HELD AT SHANGHAI TRADE FAIR

**D**isplay your products in the US-China Build Program's US Pavilion at one of China's most well attended building materials trade shows. The International Building & Construction Trade Fair (IBCTF) targets buyers of building materials for residential and commercial construction. The 2004 show covered 5710,000 sq. ft., attracted 41,632 buyers and featured 1,138 exhibitors of residential and commercial building materials from around the world. Exhibitors reported US\$181 million in sales resulting from the show. The event is being promoted to over 100,000 visitors throughout China and greater Asia through direct mailings, advertising, trade associations, and press releases.



Thirteen companies participated in the 2005 US Pavilion

Three halls at IBCTF feature a range of building materials including windows and doors, insulation, treated wood, and other products. The other three pavilions are devoted to kitchen and bathroom fixtures.

US participants in the 1,200 square foot US pavilion in 2005 rated the show and the pavilion highly. Exhibitors reported meeting potential distributors, some of whom have since been signed, and making a number solid sales contacts from not only China, but other parts of Asia and the Middle East as well. Bill Mann, Vice President of Sales for United Coatings, said "The manager of our Shanghai office said that this was the best trade show that he has attended with regards to the quality of the leads. We were able to set up a couple of new distributors in China who are now in the process of finalizing their first orders."

Booth packages for the event include a 9m<sup>2</sup> (97ft<sup>2</sup>: 10 foot x 10 foot) booth space, back and side walls, carpet, electricity and one outlet. Booths are \$1500 for EBPA members, \$1600 for non-members. Signage in and décor in English and Chinese is included. Items such as tables and chairs can be rented for an additional charge.

Catalog space is also available. Catalog displays are welcome and encouraged to man their displays, which will be located in a shared booth with the US-China Build Program. US-China Build staff will arrange the displays and field inquiries for companies that do not have representatives at the trade show. Catalog display space con-

## US SOFTWOOD CHINA WEEK MARCH 18-25, 2005

**A**merican Softwoods, the overseas designation for the Softwood Export Council (SEC), the American Forest & Paper Association, and APA-The Engineered Wood Council's wood promotion offices, will hold a one-week promotion in Shanghai, Beijing, and Guangzhou for US wood products.

The promotion week will consist of participation in the Interzum Guangzhou Furniture Show on March 18-21 and WoodMac, a forestry and woodworking machinery show in Shanghai on March 22—25. Last year, Interzum Guangzhou hosted 1,000 woodworking machinery manufacturers and attracted 72,000 visitors. The show has been rated highly by exhibitors who were particularly satisfied with the number of people who attended the show that possess decision-making authority. WoodMac is also a highly rated show, which in addition to exhibits features woodworking and wood products conferences, a furniture design demonstration area, demo houses, and contractor demonstrations.

American Softwoods staff will lead a group of US exporters on a tour of the trade shows and other related site tours. Participation is limited to members of the cooperator organizations. For more information, please see the SEC website at: [www.softwood.org/calendar.htm](http://www.softwood.org/calendar.htm)

### USCB PROGRAM MANAGER RELOCATES

**R**ose Braden, US-China Build Program Manager has moved to Portland and relocated her office to the Softwood Export Council Offices. Her new telephone number is 503-248-0402 and fax is 503-248-0399. Her mailing address is listed on the back of this newsletter. Her email address remains the same at [rbraden@uschinabuild.org](mailto:rbraden@uschinabuild.org)

sists of one wall in the USCB booth with a display table, and is \$450 for EBPA members, \$550 for non-members. Catalog space is limited, so reserve your space early. Registrations will be accepted until April 1, 2005.

For more information, contact Rose Braden, US-China Build Program Manager at (503) 248-0406 or [rbraden@uschinabuild.org](mailto:rbraden@uschinabuild.org). To view photos of last year's US pavilion and 2004 trade fair attendance numbers go

## US-CHINA BUILD 2005 ACTIVITIES

<p><b>EBPA Winter Gateway</b></p> <p><b>Date:</b> January 10, 2005</p> <p><b>Location:</b> Seattle, WA</p>	<p><u>Join the Evergreen Building Products Association and 2005 Summer Gateway Program.</u> Developers, builders, architects, and building materials importers from Asia will be in Seattle for this seminar and site visit program about US residential construction and building products. Display your company's products and meet with buyers at the mini-trade show and reception in Seattle.</p>	<p>EBPA MEMBERS ONLY</p> <p><b>Mini-Trade Show Display &amp; Reception:</b> \$80</p> <p><b>Reception Only:</b> \$30</p> <p><b>Bilingual Interpreter at reception:</b> \$30</p>
<p><b>US Housing &amp; Building Materials Newspaper Issue 7 Advertising</b></p> <p><b>Order Deadline:</b> March 1, 2005</p> <p><b>Release Date:</b> May 2005</p>	<p>Reach thousands of readers by <u>advertising in the Chinese-language US Housing &amp; Building Materials Newspaper.</u> 10,000 copies are printed and mailed to our database of over 8,000 companies, posted on the USCB Chinese website, and distributed at the at the Shanghai International Construction &amp; Building Materials Fair and other trade events and seminars.</p>	<p>Each 1/4 page ad will receive a free 250 word product profile.</p> <p>Ad rates vary by size. See pg 4 rates or go to: <a href="http://www.uschinabuild.org/Events/events.htm">www.uschinabuild.org/Events/events.htm</a></p>
<p><b>US Pavilion at The Shanghai International Construction &amp; Building Materials Trade Fair</b></p> <p><b>Dates:</b> May 24-27 2005</p> <p><b>Deadline:</b> April 1, 2004</p>	<p><b>Display your company's products at one of China's largest building materials trade shows in this US Pavilion.</b> Attended by over 42,000 buyers from around the world, the 2004 show covered 540,000 square feet. Total sales reported by show exhibitors was US\$181 million. Booths include carpet, company signage, electricity and outlet, and walls.</p>	<p><b>Booth Space</b> <b>EBPA Members:</b> \$1500 <b>Non-Members:</b> \$1600</p> <p><b>Catalog Space</b> <b>EBPA Members:</b> \$450 <b>Non-Members:</b> \$550</p>
<p><b>2005 US-China Build Business Development &amp; Research Mission</b></p> <p><b>Business Mission Dates:</b> June 6-10, 2005</p> <p><b>Factory Tour Dates:</b> June 2-4, 2005</p> <p><b>Registration Deadline:</b> May 9, 2005</p>	<p><u>Join USCB in Shanghai for this week long introduction to China's building materials markets.</u> Participants will attend briefings with US &amp; Chinese housing experts, panel discussions with Chinese developers and distributors, presentations about trends and changes in China's construction market, and site visits to single family and high-rise residential projects. Time will also be included for one-on-one meetings with business contacts made during the mission. Participants in the 2004 mission reported signing \$3 million in expected 12 month sales. Several companies also signed agents met during the mission.</p>	<p><b>Business Dev. Mission:</b> <b>EBPA Members:</b> \$650 <b>Non-Members:</b> \$750</p> <p><b>Factory Tour Only:</b> <b>EBPA Members:</b> \$200 <b>Non-Members:</b> \$300</p> <p>Price does not include transportation, airfare, hotel, or meals.</p>
<p><b>EBPA Summer Gateway</b></p> <p><b>Date:</b> TBA in early 2005</p>	<p><u>Join the Evergreen Building Products Association and 2005 Summer Gateway Program.</u> Developers, builders, architects, and building materials importers from Asia will be in Seattle for this seminar and site visit program about US residential construction and building products. Display your company's products and meet with buyers at the mini-trade show and reception held in Seattle.</p>	<p>EBPA MEMBERS ONLY</p> <p><b>Mini-Trade Show Display &amp; Reception:</b> \$80</p> <p><b>Reception Only:</b> \$30</p> <p><b>Bilingual Interpreter at reception:</b> \$30</p>
<p><b>2004 US-China Build Sales Mission &amp; Seminar Series</b></p> <p><b>Dates:</b> September 12--16, 2004</p> <p><b>Location:</b> Shanghai, Beijing, &amp; Chongqing</p>	<p>Present information about your company to <u>audiences of developers, architects, and distributors in this seminar about US building materials and construction methods.</u> Companies will also participate in mini-trade shows which will accompany each of the seminars. Space is limited and fills quickly, register early.</p>	<p><b>EBPA Members:</b> \$650 <b>Non-Members:</b> \$750</p> <p>Price does not include airfare, hotels, meals, or domestic transportation.</p>

# EVERGREEN BUILDING PRODUCTS ASSOCIATION NEWS

## 2005 SPRING BUILDING MATERIALS SALES MISSION TO JAPAN

April 11 (Mon.) - 15 (Fri.), 2005

(Hachinohe, Morioka, Sendai, Koriyama, Utsunomiya—Japan)

Presentation: EBPA Member: \$700, Non-member: \$800

Mini-Trade Show: EBPA Member: \$700, Non-member: \$800

Registration Deadline: Mon., Feb. 7, 2005

Locate new distributors or expand your customer base in regional markets in Japan during the 2005 Spring Building Materials Sales Mission to Japan. The program is a focused, low-cost activity for building materials manufacturers, exporters and their Japanese dealers to reach a pre-qualified regional audience of buyers of building materials and services.

In, all as many as 200-250 qualified builders, architects, importers, distributors and related professionals are expected to attend the events in the five cities.

The four-hour seminar program will consist of two "feature", theme-based presentations (30 minutes each) and eight non-theme, general sales presentations (10 minutes each). There will also be dedicated times during the program for a mini-trade show, during which attendees will break into smaller groups for business card exchange and informal discussions with participating US companies. A small reception will be held in each of the cities after the program.



A mission participant discusses product features with Japanese visitors during the mini-trade show

Companies participating in the sales mission also benefit from free pre-event promotion via a direct mailer to 15,000 industry contacts in Japan about the event. The direct mailer will include company name, contact information and an overview of each company's products and services. A complete list of Japanese attendees with contact information for pre- and post-event follow-up is also included in the participation fee.

To participate in the mission companies must either be a US or Japan EBPA Member or have an office presence in the State of Washington.

For more information about the sales mission, or for information about any other EBPA programs, contact Larry Kvidera, EBPA Program Manager, (253) 396-0131 or e-mail [evgreen@ep.org](mailto:evgreen@ep.org).

## KYOUNG HYANG HOUSING FAIR 2005

### EBPA/WA STATE CATALOG DISPLAY

Feb. 25 (Fri.) - Mar. 2 (Wed.), 2005

Convention & Exhibition Center (COEX)

Catalog Fee: EBPA Members - \$125, Non-members - \$150

Registration Deadline: Fri., Jan. 28, 2005

Explore export opportunities in Korea through participation in this low-cost catalog display program. The Kyoung Hyang Housing Fair is the largest annual trade event for the construction and building products industry in Korea. In its 20th year, the event attracts over 350,000 attendees annually, over 80% of whom have direct purchasing authority. The event targets Korean architects, design firms, construction companies, building materials importers, trading companies and distributors, interior decorator/designers.

718 companies exhibited at the 2004 show, promoting a wide variety of building products and services, including: Interior & Exterior Building Products (188 booths), Electrical/Lighting (23); Windows & Doors (125); Landscape Architecture (18), Air Condition & Heating Installation (34), Home Automation (12), Construction Equipment & Tools (33), Plumbing & Sanitary ware (79), Kitchen Cabinetry & Furniture (11), Paint & Exterior Coatings (152), Waterproofing Materials (22); Furniture (106); Construction (30), and Housing Information (22).

Companies participating in EBPA catalog display programs have dedicated space to exhibit catalogs and company literature at the booth. Display companies can work from the booth or have local representatives distribute literature and answer questions about their products. Small samples can also be accommodated. Staff will be on hand to distribute catalogs and collect business cards if a company representative is not available.

For more information about the KH Housing Fair, see their web site at [www.ehousingfair.com/exhibition/english/02kh\\_02general.asp](http://www.ehousingfair.com/exhibition/english/02kh_02general.asp)

### EPBA CALENDAR OF EVENTS

- |            |   |
|------------|---|
| Jan. 10—11 | <b>2005 EBPA Winter Gateway Program</b><br>(Delegations from China, Korea)<br>(Mini-Trade Show & Reception—Seattle, WA)         |
| Jan. 13—16 | <b>2005 NAHB International Builders Show</b><br>(US-China Build Booth— #S11237)<br>(Orange County Convention Ctr., Orlando, FL) |
| Jan. 26—28 | <b>HealthCare 2005 (Catalog Display)</b><br>(Tokyo Big Sight - Tokyo, Japan)  |
| March      | <b>US Housing Industry &amp; Building Newspaper</b><br>(Japan Edition—Issue 19—Spring 2005)                                     |
| Mar. 1—4   | <b>2005 Architecture &amp; Construction Materials</b><br>(Tokyo Big Sight - Tokyo, Japan)                                       |
| Apr. 11—15 | <b>2005 Spring Building Materials Sales Mission to Japan</b><br>(Hachinohe, Morioka, Sendai, Koriyama, Utsunomiya)              |

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**RETURN SERVICE REQUESTED**

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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](http://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