

FOCAL POINT: China Edition

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China Business Development Mission & Factory Tours to be Held in June

US-China Build (USCB) will lead two tours to China June 2-10. From June 2-4, USCB will lead a delegation of US companies on a tour of Chinese building materials factories in Dalian. The following week (June 5-10), USCB will lead a group of companies on a business development and research mission to Shanghai. The two tours are designed to provide US companies with an opportunity to learn about China's building materials and construction market and China as a competitor.



The 2004 Business Development mission group toured single- and multi-family housing developments in Shanghai.

Participants in the five-day business development mission (June 6—10, Shanghai) will meet with developers, distributors, and sales representatives for US building

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US-China Build Program

The US-China Build Program (USCB) is a cooperative business assistance program managed 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. USCB promotes 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 construction market, contact Rose Braden at (503) 248-0406 or rbraden@uschinabuild.org.



Shanghai World Expo Creates Capital Projects

Adding to the impressive list of major international events to be held in China in the coming years is the 2010 World Expo in Shanghai. The Expo will result in massive expenditures for capital works, and a construction budget of US\$3.6 billion with an additional US\$30 billion earmarked for infrastructure improvements throughout Shanghai.



WA State Governor Gary Locke welcomes the Shanghai World Expo Coordination Bureau delegation to Seattle.

A conference was held in Seattle on January 25 to outline upcoming business opportunities for American companies. The city of Shanghai sent an eight-member delegation, headed by Mr. Zhou Hanmin, Deputy Director General of the Shanghai World Expo Coordination Bureau.

The Expo will be held from May 1 to October 31, 2010, with 200 international organizations, businesses and countries expected to participate, along with 70 million visitors, including 10 million foreign attendees.

The site will be on 13 acres of land along 5 miles of the Huangpu River between Nanpu and Lupu Bridges. Several old industrial facilities and residential units will be

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Energy Efficient Housing Added to Government Agenda

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Chinese Premier Wen Jiabao announced in his report delivered at the National People's Congress that the government is placing construction of energy-efficient and land-saving houses on the government agenda.

The 2004 power shortage adversely affected China's manufacturing industry and its people. Summer blackouts and winter coal shortages were frequent occurrences. Household energy consumption, including heating, electricity, and water, accounted for one-third of the country's total, said said Tu Fengxiang, president of China Building Energy Efficiency Association. Ninety-five percent of China's buildings are "highly energy-consuming".

Zheng Yijun, former vice construction minister, said creating buildings that use less energy is "urgent." At a recent press conference he said that when energy standards are formulated, the government will be able to better supervise new building construction. Energy saving building techniques include better insulation and air-tight windows, said Tu. The ministry recently launched an ambitious plan. By 2020, China will transform all existing buildings into energy-saving ones. New buildings must embrace technology that could save 65% more energy per unit.

Design Standard for Energy Efficiency Implemented

In another effort to enforce energy saving regulations, China's new Design Standards for Energy-efficient Public Construction (DSEEPCC) will take effect on a limited basis in the first half of this year. Large cities such as Beijing, Shanghai, Shenzhen and Chengdu have been selected to implement the standards on a trial basis.

Energy optimization is emphasized in the new standard, including design, materials, heating, air conditioning and ventilation. Land and water utilization, as well as environmental protection, are also considered. "The most economical way to save energy is by developing energy-efficient structures," said Zhao Jian, director of the Planning Department of the Tianjin Construction Administration Commission.

Floor space has been increasing on an average of 2 billion square meters per year with more than 80% of the new buildings considered "energy guzzlers". These exacerbate the problems caused by China's 40 billion square meters of energy-inefficient buildings. For example, more than 70% of the residential and commercial buildings in China are made of solid clay bricks, despite

their notoriously poor insulation qualities. Energy consumption in these structures runs two to three times that of most of their counterparts in developed countries.

"Inefficient heaters and air conditioners are also large energy consumers, accounting for 55% of the energy used in all structures in China," said general engineer Lang Siwei of the Chinese Academy of Building Research. "More electricity is used in residential and commercial buildings than by industry in some places."

China issued the Design Standards for Energy-Efficient Civil Construction in 1995, requiring that all new buildings cut energy costs by up to 50% starting July 1, 1996. However, by the end of 2000, a mere 5% of all new construction had met the standards. Half of those buildings were in Beijing.

Energy Reduction Goals Announced

Vice Minister of Construction Qiu Baoxing announced at a press conference last week that more than one-third of new buildings will be required to meet the standards and cut energy consumption by up to 50% by 2010. By 2020, all the new buildings will be expected to reduce energy use by 65%. The ministry will intensify supervision over the construction process, including permits, design, inspections, approval and maintenance. "Energy efficiency only raises the cost of construction by 5 to 7%," said Qiu. "That can be made up within 5 to 8 years."

New Opportunities for Imported Products

To speed advances in this regard, the country is boosting cooperation with foreign companies to promote the development of "green" building technologies. For example, the Ministry of Construction signed an agreement with American Standard, a leading US maker of kitchen and bath fixtures and air conditioning systems. American Standard is helping China launch an award for the best green buildings in the country, Qiu said at the signing ceremony. The government is also considering offering tax incentives to developers who use energy-efficient materials. Meanwhile, Qiu said, China is considering canceling welfare heating supplies to encourage individuals to save energy.

By 2020, energy consumption is forecast to triple to 1.1 billion tons of coal -- China's primary fuel -- if conservation is not promoted and employed. At that level, China will be the biggest contributor to carbon dioxide emissions in the world.

Examples of energy saving advances include:

In Qiqihar, a city in northeast China's Heilongjiang Province, 3.47 million square meters of old buildings have been coated with heat-preserving materials.

Softwood Promotion Activities in China

During the week of March 18 the Softwood Export Council, American Forest & Paper Association, APA-The Engineered Wood Association, and the Southern Forest & Paper Association, collectively known as "American Softwoods" in overseas markets, organized activities to promote US softwoods in China's furniture manufacturing sector. China's furniture industry generated a total output of US\$19.9 billion in 2002, up 17.8% from the previous year. The industry is forecast to grow an additional 60% by 2010.



Seven softwood building materials companies participated in two leading furniture trade shows during the promotional week: Interzum Guangzhou, one of China's premier furniture and furniture machinery shows, and WoodMac China 2005 in Shanghai. WoodMac China combines WoodBuild and Furnitek China, resulting in the most established and comprehensive exhibition in China for woodworking technology, wood products and furniture manufacturing accessories.

American Softwoods is offering a number of promotional activities for US softwood suppliers in the coming months. American Softwoods will have a booth for its members at the May 28-31 China International Furniture and Woodworking Show in Dalian. The show will be followed by a tour of area furniture manufacturers. On June 10-12, the APA-The Engineered Wood Association will also have a booth at the Pro-Golf Association Expo China in Beijing, where the focus of the display will be glulam bridges. For more information about how to participate, contact Craig Larsen at 503-248-0406.

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In Beijing, apartments in new developments like Moma and Longzeyuan could save between 50-65% of energy per unit.

As of March 1, China began to attach energy labels to air-conditioners and refrigerators, indicating how much energy they consume.

"The label will be applied to more and more household appliances," said Tu. "[With] the joint efforts of the government and companies, the whole society will pay increasing attention [to] energy saving work."

(China Mission continued from page 1)

products sold in China, legal and financial experts, and purchasing agents representing some of China's largest home centers. Mission members will also visit retail and wholesale outlets for building materials and single- and multi-family housing developments.

According to experts in China's building products industry, key obstacles for US companies who want to begin exporting 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 learn about the market first-hand and begin discussions with pre-qualified developers and distributors.

The business development mission will help US participants develop a better understanding about demand trends, distribution, regulations affecting the import of goods, considerations for establishing joint ventures, and other factors affect their success in China. Companies will also have the opportunity to present information about their products to Chinese firms.

Participants in the Dalian Factory Tours (June 2—4) will visit building materials manufacturing facilities for a first-hand look at Chinese product standards, quality control and distribution systems.

Included on the itinerary are:

- Meetings with Chinese developers and distributors to discuss how Chinese companies source imported materials, market trends, and how to sell US products in China.
- Briefings with US Foreign Commercial Service staff and Chinese housing associations to discuss market trends, regulations, demand for green and energy efficient building materials, etc.
- Briefings with a representative from a US/China based law firm to discuss legal aspects related to distribution agreements, how to ensure payment is received, hiring employees in China, setting up a China based office, etc.
- Meetings with firms who are short listed to design and build venues for the Shanghai Expo 2010 (Worlds Fair).

A draft itinerary is available on the USCB website at: www.uschinabuild.org/Events/events.htm. The participation fee for the Factory Tour is \$200 for EBPA members, \$300 for non-members. The fee for the Business Development Mission is \$650 for EBPA members, \$750 for non-members. Meals, accommodations, and airfare costs are not included. In country transportation and hotel reservations can be arranged by USCB. Packages that include hotel and travel costs are also available. For more information, please contact Rose Braden at (503) 248-0406.

US Pavilion at Shanghai Trade Fair in May

Display your products in the US-China Build 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 710,000 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.

US participants in the 1,200 sq. ft. US Pavilion in 2004 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. This year's pavilion covers 1,000 square feet. Additional space is available, but limited, so don't wait to reserve your space.

Booth packages for the event include a 9m² (97ft²: 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. Raw booth space is also available for \$795 per 9m² booth.

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

To view photos of the US pavilion and 2004 trade fair attendance numbers go to: <http://www.uschinabuild.org/Events/events.htm>.

(Shanghai Expo continued from page 1)

razed to make room for nearly 12 million square feet of pavilions and supporting facilities. A US planning firm is among the three firms working on a master plan for the site.

Timetable

Register with the Bureau of International Expositions (BIE): 2005
 Site Clearing and Development: 2005—2006
 Planning & Design: 2005—2007
 Construction: mid-2006—mid-2008
 Recruit Participants: 2006—mid-2008
 Recruit Sponsors: 2006—2008

Construction of major facilities for the Expo will include the Expo Village, the Expo site and expansion of the Pudong International Airport. Over 60 independent exhibition halls will be designed and built by participating countries. Six new bridges and 6 tunnels are planned for construction before 2010 to facilitate transportation across the Huangpu River to the Expo site. An additional 4,000 hotel rooms in the four and five star category will be built by 2007.

Work and eventual completion of the World Expo facility is one more step in Shanghai's master plan to become one of the most modern, dynamic and international cities in the world. Shanghai has a population of 17 million people, and currently accounts for 5% of China's GDP and attracts 10% of the foreign direct investment in China.

Free 2005 China Business Guide Available

The US Commercial Service in Beijing has published the updated 2005 China Country Commercial Guide for US companies. The guide is a comprehensive reference with information about how to succeed in the Chinese market and how to target the best export opportunities for your company.

The guide is available online at: www.buyusa.gov/china/en/ccg.html. The Commercial Service website also includes China trade show schedules, and links to various service providers. Companies can register to receive updates from the Commercial Service by emailing export.china@mail.doc.gov



New Heat Treating Regulation for Wood Packing Material

In February 2005, the General Administration of the People's Republic of China for Quality Supervision and Inspection and Quarantine (AQSIQ), the Ministry of Commerce and the State Forestry Administration introduced a new regulation that requires that all wood packaging material sent to China be heat or chemically treated and include a stamp indicating the treating method. Wood packaging that does not bear this stamp will be treated, disposed of, or refused entry.

Acceptable Heat Treatment

Under the regulation, "Guidelines for Regulating Wood Packing Material in International Trade" Heat treated materials must reach a minimum wood core temperature of 133°F for a minimum of 30 minutes. Kiln drying, chemical pressure impregnation (CPI) or other treatments are also considered if they meet heat treatment specifications. For example, chemical pressure impregnation may meet the heat treatment specification if the chemicals are applied with steam, hot water, or dry heat. Wood materials fumigated with methyl bromide are also acceptable if the chemical is applied for a minimum of 16 hours and at a temperature greater than 50° F. Coniferous packing material fumigated with methyl bromide is subject to different requirements (see below).

Methyl bromide treating requirements for coniferous wood

Temperature	MB Dosage (g/m ³)	Minimum concentration (g/m ³) for 24 hours
=70°F	48	24
=61°F	56	28
=52°F	64	32

Note: The minimum temperature should be no lower than 10°C, and the minimum fumigating time should be no less than 24 hours. The pinewood nematode infested areas include: Japan, the United States, Canada, Mexico, South Korea, Portugal, China Taiwan and Hong Kong.

Labeling

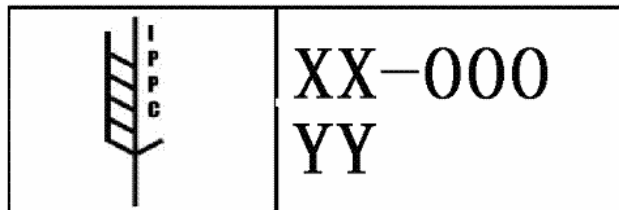
As noted above, all wood packaging material must be stamped indicating heat or fumigation treatment. The mark is to be placed in a visible location on the packing material, preferably on at least two opposite sides. The mark should be legible, permanent and not transferable. The use of red or orange in the stamp should be avoided.

Business Activities for Foreign Owned Firms Expanded in Chinese Regulations

On December 11, 2005 China's government will allow foreign investors to establish wholly owned foreign commercial enterprises (WOFEs) to distribute domestically manufactured and imported products in China with their own import and export rights.

China opened trading and distribution to foreign investors in 2004 in accordance with WTO commitments. Since then, China's government has allowed foreign companies to establish joint ventures (with foreign capital not to exceed 70%). And by the end of 2004, foreign investors were allowed to apply to establish WOFEs. The new law (Article 24) allows foreign invested companies that have not previously registered as a commercial business to apply to expand the scope of their business. Foreign investors now have full access to the commercial sector, there are fewer regional restrictions on the business activities of WOFEs, and minimum investment and registration funds required have been reduced. The requirements for WOFEs with retail stores have also been relaxed, and WOFEs may now have franchises in China.

Example of Heat Treatment Stamp



IPPC — Abbreviation of "International Plant Protection Convention";

XX — International Standardization Organization (ISO) two letter country code;

000 — Wood packaging producer company code approved by official plant quarantine authorizations in export countries or territories;

YY — The phytosanitary treatment measures used: Methyl Bromide Fumigating – MB or Heat Treatment – HT

AQSIA may request export countries take other pest-removal measures if the above phytosanitary treatment measures are determined ineffective in killing organisms deemed harmful by the Chinese government.

For more information about the regulation and stamp requirements, go to: http://www.fas.usda.gov/ffpd/wood_trade_policy.htm.

US-China Build 2005 Activities

<p>US Pavilion at The Shanghai International Construction & Building Materials Trade Fair</p> <p>Dates: May 24-27, 2005</p> <p>Deadline: Until space is filled</p>	<p>Display your company's products at one of China's largest building materials trade shows in this US Pavilion. 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>Booth Space EBPA Members: \$1500 Non-Members: \$1600</p> <p>Floor Space: \$795 per booth</p> <p>Catalog Space EBPA Members: \$450 Non-Members: \$550</p>
<p>2005 US-China Build Business Development & Research Mission</p> <p>Business Mission Dates: Shanghai—June 6-10, 2005</p> <p>Factory Tour Dates: Dalian—June 2-4, 2005</p> <p>Registration Deadline: May 9, 2005</p>	<p>Join USCB in Shanghai for this introduction to China's building materials markets. Participants will attend briefings with US & 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>Business Dev. Mission: EBPA Members: \$650 Non-Members: \$750</p> <p>Factory Tour Only: EBPA Members: \$200 Non-Members: \$300</p> <p>Price does not include transportation, airfare, hotel, or meals.</p>
<p>2005 US-China Build Sales Mission & Seminar Series</p> <p>Dates: September 12-16, 2005</p> <p>Beijing, Chongqing, Shanghai</p>	<p>Do sales presentations for your US products to audiences of Chinese developers, architects, and distributors in this seminar about US building materials and construction methods. US 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>EBPA Members: \$650 Non-Members: \$750</p> <p>Price does not include airfare, hotels, meals, or domestic transportation.</p>

Distribution Study Identifies Opportunities for US Products

Over the past five years, exports of wood products from the US to China have increased substantially, making China the United States' third largest export market in 2003. Over half of US wood exports to China were lumber (the majority of which was hardwood lumber) with the remainder being primarily logs and mouldings. Together, these three products comprised almost 90% of wood product exports to China in 2003.

Clearly the Chinese market is of growing importance to the forest products industry in the US. However, forest products exporters in the US, already adversely impacted by a wide variety of factors and constraints that erode the competitiveness of their products in China, must now contend with rapidly increasing Chinese exports of wood products (many of which receive direct and/or indirect subsidies) to the US market. The factors that have had the greatest competitive impact on the US forest products industry include: the undervalued yuan, the importation of illegally harvested and illegally sourced logs and timber into China, the unequal appli-

cation of the value-added tax and import tariffs, building code restrictions, counterfeiting of US lumber and plywood structural grade stamps, the requirement of in-country testing for product standard conformity, and public sector subsidies to Chinese forest products manufacturers.

As a means of identifying market opportunities and obstacles for US wood products in China's wood based building materials market, the Center for International Trade in Forest Products (CINTRAFOR), a cooperator of the US-China Build Program, has begun work on a study that will identify and assess the impact of subsidies on the competitiveness of US wood products in China, identify distribution channels for lumber and building materials, and provide a review of Chinese testing requirements for imported wood based building materials. The final report will also provide strategic marketing recommendations (including distribution and partnering strategies) to enhance US exporters competitiveness and market share in China.

The study will be completed in September and will be available through CINTRAFOR and the US-China Build Program.

Evergreen Building Products Association News

Spring Seminar Schedule

EBPA is pleased to announce the following market seminars scheduled for Spring 2005. Participation is open to EBPA members and non-members. There is no registration fee to attend.

April 26th—China Roundtable Discussion

(10—11:30AM—2001-6th Avenue, Suite 2600, Seattle)

China continues to grow in importance as an export market for wood-frame construction and building materials and as a competitor in Asian markets and at home for secondary wood products. We will welcome Paul Boardman, Director, American Forest & Paper Association—China, will give a PowerPoint presentation about industry trends in China, US industry competitiveness, and opportunities for US companies in China. The presentation will be followed by a roundtable discussion with Q&A.

May 26th—Mexico Market Seminar

(9:30—11AM—2001-6th Avenue, Suite 2600, Seattle)

The primary new home market in Mexico is projected to expand from US\$15.2 billion to US\$33 billion by 2020. Can Pacific NW companies successfully compete for a share of this growing export market? What products are in demand? Join Tom Johnston, WA State Trade Office—Mexico, for a Powerpoint Presentation and roundtable discussion about the Mexico residential construction and building materials market and opportunities for Pacific NW companies.

June 20th—Japan Market Seminar

(Time & Location to be announced)

We are pleased to welcome Kazuhisa Takabatake, Commercial Specialist, USFCS—Osaka-Kobe Consulate, for a presentation and general discussion of Japanese market for housing and building materials. Topics to be addressed will include current situation of the Japanese economy, housing industry market trends, recent government legislation, and opportunities for US building materials companies in Japan.

EPBA Calendar of Events

Apr. 11—15	2005 Spring Building Materials Sales Mission to Japan (<i>Hachinohe, Morioka, Sendai, Koriyama, Utsunomiya</i>)
April 26	China Roundtable Discussion
May 26	Mexico Market Seminar
June 20	Japan Market Seminar
June 21-24	Japan Drywall Seminar
June 22	Networking Reception
July 18 –20	EBPA Summer Gateway Program
July 18	Mini-Trade Show & Reception

Japan Drywall Program To Teach Tools & Techniques

EBPA will welcome a delegation of 10-15 Japanese homebuilders Seattle area from June 21—24 for a hands-on technical seminar and site visit program about drywall installation. The program, organized in cooperation with the US Foreign Commercial Service—Osaka-Kobe Consulate, will provide a comprehensive overview of drywall installation and applications in residential construction, including tools and materials, hanging, mud-and-tape, textures and custom techniques. The technical training part of the program will consist of a 1/2 day classroom seminar and 1 1/2 days of on-site, hands-on practice where participants will practice different aspects of drywall installation. Participants will also visit manufacturers and distributors of drywall products and interior coatings products, and local housing developments for tours of model homes to see examples of how textures and techniques have been used to customize the interiors.

A *networking reception* will be held on the evening of June 22nd for EBPA member companies to with the delegation. Details will be announced at a later time. For more information, contact Larry Kvidera, EBPA Program Manager, (253) 396-0131, or e-mail evgreen@ep.org.

EBPA New & Renewing Members

New Members

K-West Home Supply
(Exporter)

MK USA
(Exporter)

Seattle Sun Systems
(Manufacturer—Sunrooms)

WFI Global
(Distributor—HVAC Systems)

Blaine Brumbaugh Const.
(Construction/Remodel)

APAC International
(Manufacturer's Rep.)

Cedar International
(Manufacturer—Cedar Siding)

Pacific International Assoc.
(Distributor—Hwd. Lumber)

Home Technology Int'l
(Exporter)

Tiffany Marble Molds Int'l
(Manufacturer—Arch. Molds)

Renewals

Allweather Wood Treaters
JETRO—Seattle
Lowe's Home Improvement
Marvin Windows
Neiman Enterprises
Pacific Modern Homes Int'l
Pella Windows
Port Blakely Tree Farms
Weather Shield Mfg.

5+ Years

Cascade Components
Insulate Windows
Mt. Vernon Building Center
Simpson Door Company

10+ Years

Buffelen Woodworking
DeWils Industries
Green Crow IBPM
Home Tech Design & Supply
Keller Supply
Pacific Rim Building Supply
Port of Tacoma
Sauder Mouldings
Washington State CTED

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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

