

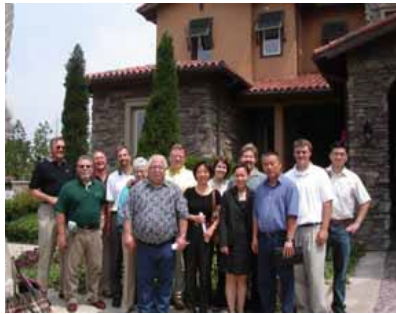


FOCAL POINT: CHINA EDITION

5631 Tacoma Mall Blvd., Suite #4, Tacoma, WA 98409 Phone: (253) 396-0131 Fax (253) 396-0132 <http://www.uschinabuild.org>

GROUP PARTICIPATES IN CHINA BUSINESS DEVELOPMENT MISSION & FACTORY TOURS

In June, the US-China Build Program (USCB) was joined by five US building materials companies and organizations for its second annual business development mission to Shanghai.



The Business Development mission delegation toured luxury housing developments as part of the trip.

The group met with Chinese developers, building materials distributors, representatives from a Chinese building materials testing and certification bureau, members of the local American Forest & Paper Association and Foreign Commercial Service offices, and an American attorney specializing in Chinese business law. The group also toured single family home developments and Chinese wood door, prefabricated home, and flooring factories. Representatives from the Foreign Commercial

(Business Development Mission continued on page 3)

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.



FOURTH CHINA SALES MISSION HELD IN SEPTEMBER 2005

US-China Build, with co-sponsorship from the American Forest & Paper Association and the Softwood Export Council, will hold its fourth annual sales mission and seminar series from Sept. 19—23 in Shanghai, Chongqing, and Beijing.



US companies display their products during the mini-trade show at the 2004 US Housing & Building Materials Seminar in Shanghai.

The mission will include half-day seminars for Chinese developers, architects, and traders about the benefits of American-style housing and US building materials, including energy efficiency, testing standards, and quality. Ample time for coffee breaks and the accompanying mini-trade show will be included so that seminar attendees can meet with US company representatives.

The theme of the seminars will be "Using US Building Materials and Systems to Improve Housing Performance". Firms are encouraged to structure their presentations to fit this theme.

Last year's seminars were attended by over 400 Chinese construction and design professionals. Ninety-two percent of the attendees rated the seminars as "good" or "excellent". Most attendees surveyed attended the seminars to learn about new construction technologies and

(Sales Mission continued on page 4)

TABLE OF CONTENTS

US Delegation Attends Dalian Show	2
Advertising in Chinese Housing Newspaper	2
US Pavilion at May China Construction Show	4
ASTM Launches Beijing Office	5
China & Japan Staff Visit US in August	5
China Continues Effort to Control Housing Prices	6
US-China Build Upcoming Activities	6
EBPA News	7

US DELEGATION ATTENDS 2005 DALIAN FURNITURE TRADE SHOW

This May, The Softwood Export Council and the American Forest & Paper Association China Office were joined by seventeen representatives from ten US lumber companies and wholesalers in the American Softwoods booth at the 10th Annual Dalian China Furniture & Woodwork trade show. The group handed out product literature and discussed US wood species with trade show attendees, introducing US softwood species and US secondary products to Chinese furniture and interior fitting manufacturers, and interior designers. As a home to many widely-used Chinese soft-



American Softwoods/American Forest & Paper Association China staff, Paul Boardman, Xu Fang, Jessie Shi, and Elisa Xie with US staff people Craig Larsen and Hande Buyuksahin and US company representatives work the American Softwoods booth at the Dalian Furniture show in May 2005.

US participants reported that based on the number of inquiries received at the trade booth, interest in softwood products for the interiors and furniture industry was strong and appears to have increased from previous years. They also reported that a significant number of Japanese trading houses and machinery manufacturers exhibited at the show with the goal of selling to Japanese customers who are seeking to establish offshore factories to produce products for the Japanese market, or to Chinese manufacturers looking to upgrade their factory equipment to manufacture products for Japan.

While in Dalian, the group also toured furniture and flooring factories to learn more about China's furniture industry, both as a consumer for lumber and as a competitor. The Chinese furniture factories that the group visited varied in size and investment in capital equipment, yet all were export-oriented with an emphasis on exporting most of their production volume to Japan and the US. Despite interest in US softwoods, representatives from the factories the group visited said that they have not had much contact or with US companies or received many business calls.

wood species such as Chinese larch, red pine and white pine, and as a major shipping port, traders, carpenters, and manufacturers in Dalian are relatively familiar with softwoods. Consumers also seem to be more receptive to the use of softwoods for interior furnishings and in furniture manufacturing than other regions of China.

ADVERTISE IN THE CHINESE- LANGUAGE HOUSING & BUILDING PRODUCTS NEWSPAPER

Reach thousands of potential business contacts by advertising in Issue 8 of the Chinese-language US Housing Industry & Building Materials Newspaper.

Each issue contains information about US building materials, energy efficient products, design, project and product profiles, industry innovations, and question and answer columns. The paper is mailed to our database of 10,000 Chinese companies, posted on the US-China Build Chinese-language website, and distributed at trade shows and seminars.



The Fall issue will be distributed to building materials specifiers, importers and distributors during the September 19—23 sales mission and seminar series to be held in Shanghai, Chongqing, and Beijing. Last year, the seminars were attended by 450 Chinese construction professionals.

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

Order Deadline: July 24, 2005

Payment Deadline: July 29, 2005

Ad Copy Deadline: July 29, 2005

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, product profiles, or to place an ad, please see the insert in this newsletter or contact Rose Braden at US-China Build.

Service, the American Forest & Paper Association, and the Shanghai Housing Industry Association provided an introduction to China and Shanghai's economies and housing markets.

Housing demand and investment in construction in Shanghai is booming. The city is one of China's fastest growing and wealthiest cities, with \$90 billion in annual GDP and a per capita income of \$5,000. In 2004, 37% of Shanghai's capital investment was spent on residential construction, and prices are following suit. In 2004, housing prices in Shanghai increased 16% city-wide and 28% in the downtown area. As a means of stabilizing housing prices, the Chinese government has started to require larger down payments to discourage speculative short-term investors. According to Mr. Hu, Deputy Secretary General of the Shanghai Housing Industry Association (SHIA), the Chinese government has also decided to delay an earlier plan to phase out "shell", or unfinished homes, from 2005 to 2010 in an attempt to keep housing relatively affordable. Mr. Hu also talked about challenges in the construction industry in Shanghai, including limited building materials technology and low energy efficiency, adding that residential and commercial buildings alone consume 50% of Shanghai's energy.

Building Materials Selection Process

The delegation also discussed the product selection process during a panel discussion with Chinese developers. All of the developers agreed that price and delivery time are the primary determining factors affecting product selection. Since imported products are typically more expensive and take longer to arrive at the job site than those produced domestically, products manufactured in China tend to be used more widely. For example, one developer said that water control in concrete block buildings is a problem that he believes Tyvek would remedy, yet he doesn't use house wrap because it's expensive and has an added shipping cost. He added that there are no domestic substitutes.

Which products are selected, however, also depends on the developer's target market. If the goal is to attract wealthy homeowners, imported products have a greater chance of being used. The developers on the panel told US firms that the best way to have their products specified for use in Chinese projects is to build relationships with US architects in China early in the project development phase. A list of architects with offices in the US and China is available on the US-China Build website (www.uschinabuild.org). Click on the "Articles/Briefs" link located at the bottom of the page.

A separate panel of Chinese distributors selling US building materials advised companies to work with a distributor with offices in China so that the US companies have representation in the market. They also empha-

sized the importance of keeping inventory in China to circumvent the long lead time needed to supply developers with unpredictable project schedules. Under WTO, foreign companies are allowed to warehouse products in China's Free Trade Zones for an unlimited period of time. However, the ability to stock a wide variety of products is a difficult obstacle to overcome.

Niche Markets for US Wood Product

Site visits to Sheshan Golf Villas and Xijiao Gubei International, provided a look at the construction quality and types of products

used in single-family luxury wood frame and concrete homes. Sheshan is the site of the first glulam bridge in China and also includes treated southern yellow pine walkways and clubhouses featuring heavy timber beams. A second bridge is scheduled to be completed at Sheshan this year.



Mission members visited a door core manufacturing plant that uses Douglas fir from North America.

Three hundred wood frame homes are built in China annually, four of which are at the Sheshan and Xijiao developments. Acceptance of wood frame homes among consumers is still limited due to concern about longevity and fire susceptibility.

While the market for framing lumber in China is not promising due to the limited demand for wood frame homes and competition from Canadian and Russian suppliers, there are opportunities for other products. Chinese developers and designers are becoming more familiar with the benefits of using glulams as a result of the seminars and market promotion by APA-The Engineered Wood Association, the American Forest & Paper Association, and the American Softwoods. Treated southern yellow pine boardwalks and footbridges in residential developments and parks are becoming more popular and the species faces no domestic competitors. Interest in glulams and heavy timbers for use in bridges, clubhouses, and public buildings is also increasing. Another emerging market is for wooden roof trusses used in conjunction with concrete construction, which can significantly reduce the construction time and weight load associated with concrete roofs. Continued education and promotion work is still needed, however. Interest in wood for interior design is also increasing and response to Western species at the American Softwoods Booth in Dalian in March and presentations at the AHEC Annual meeting in Beijing in May was positive. There is also ongoing interest Western species in China for furniture and door manufacturing.

(Sales Mission continued from page 1)

products. A number of survey respondents (33%) were already familiar with US building products through past use, yet two-thirds of respondents said they have never used US building materials.

Reasons for attending the 2004 US Housing and Building Materials Seminars (attendee responses, multiple answers allowed)

Obtain newest update of new construction technology and products	28%
Understand US energy efficiency products and technology	23%
Design and construction of Wood Frame Housing (Hybrid structure)	21%
Understand more about the use of wood as an interior design element	15%
Meet with US companies and collect product info.	13%
Total	100%

Fifteen US companies and trade associations participated in the 2004 seminars as presenters or in the mini-trade show only. Participants reported an average of 48 new leads per company resulted in estimated sales of \$5 million over the next year.

DEADLINE: Seminar presentation slots are limited to the first ten companies who register although additional companies are welcome to participate in the mini-trade shows. Companies must register before July 15 in order to have company information included in the direct mailer promoting the event.

Mission Schedule

Seminar Rehearsal in Shanghai (mandatory): Sept 18
 Shanghai Seminar & Mini-Trade Show: Sept 19
 Chongqing Seminar & Mini-Trade Show: Sept 21
 Beijing Seminar & Mini-Trade Show: Sept 23

PRICING:

EBPA/AF&PA/APA Member Speaking Slot: \$650
 Non-Member Speaking Slot: \$750
 EBPA/AF&PA/APA Member Mission/Trade Show \$550
 Non-Member, Mission & Trade Show Only \$650

The registration fee covers the costs of seminars and mini-trade shows. Hotel and in-country travel reservations will be made for the mission members, but airfare, hotels and meals are not included in the participation fee. Mission members who require Chinese language interpreters for the mini-trade show should expect to pay an additional \$100/day. Presentation slots are confirmed upon receipt of payment.

US COMPANIES PARTICIPATE IN US PAVILION AT SHANGHAI TRADE FAIR

Five US companies displayed their products in a 1,100 square foot US Pavilion at the May 24-27 Shanghai International Building & Construction Trade Fair (IBCTF).

The show, which is Shanghai's largest building materials fair, featured 460,100 square feet of exhibition space, included 1,522 exhibitors, and attracted close to 51,000 attendees. Twenty-two percent of the exhibitors who responded to an on-site poll reported US\$121 million in sales resulting from the show.

US participants in the US Pavilion rated the show and the pavilion highly. Exhibitors reported that traffic at the show was good, and included a number of potential distributors and customers.

The US-China Build Program will begin partnering with the Foreign Commercial Service in a number of Chinese trade shows, including the July 6-9, 2005 China International Building & Decoration Fair in Guangzhou, the Building China 2006 trade fair in March, and the 2006 Shanghai International Construction & Building Materials Trade Fair. For more information about participating in these events or to receive email announcements about US-China Build activities, please contact the US-China Build office.



Ron Delaney of Heron Forest Products poses by the US-China Build booth at the US Pavilion.

Keep informed of upcoming US-China Build events and news and information about China's construction market at:

www.uschinabuild.org



ASTM INTERNATIONAL LAUNCHES BEIJING OFFICE

With a ribbon-cutting ceremony on May 23, 2005, ASTM International established a physical presence in China. Building on years of successful cooperation with standards organizations in China, ASTM International now has office space in Beijing to further positive standardization outcomes across the globe.

Consortium for Standards & Conformity Assessment

In 2004, ASTM International partnered with the U.S. Department of Commerce's International Trade Administration Market Development Cooperator Program to form the Consortium for Standards and Conformity Assessment (CSCA) along with the



Celebrating the opening of the Beijing CSCA office are Red Cavaney, President of the American Petroleum Institute; Gene Feigel, President-Elect of the American Society of Mechanical Engineers; Clark Randt, U.S. Ambassador to China; James A. Thomas, President of ASTM International; Spencer Grieco, Vice President, CSA America; and Chris Lanzit, Executive Director of the CSCA office.

American Petroleum Institute, the American Society of Mechanical Engineers, ASTM International, and CSA America. The Consortium represents an opportunity for China to more effectively participate in, and therefore directly influence, the content of international standards and the conformity assessment programs in which those standards are applied.

The CSCA office provides an on-the-ground direct link to four major organizations that develop globally applied standards and conformity assessment procedures. Together, the consortium's members have developed over 15,000 standards that affect all aspects of trade. The office can provide Chinese professionals with introductions to a global network of technical experts who represent the producers and users in large, medium, and small enterprises as well as governmental and academic representatives who develop and implement standards and conformity assessment procedures.

A Resource for China

"Chinese technical experts have tremendous untapped opportunity to impact the content of ASTM standards," says Kathleen Kono, ASTM International's vice president of global cooperation. "In order to give Chinese technical experts a chance to act on these opportunities, it is important that we offer them a way to

CHINA AND JAPAN STAFF TO VISIT THE US IN AUGUST

US-China Build, American Forest & Paper Association, and American Softwoods staff from China and Japan will visit Washington and Oregon the week of August 18 to meet with exporters and visit wood products manufacturing facilities and timberlands in the Pacific Northwest. Site visits will include tours of the Yakama Forest Products Mill, millwork factories, wholesale distribution yards, glulam manufacturers, and timberlands.

US companies who are currently exporting China and Japan or are considering doing so are encouraged to attend receptions in Seattle and Portland to meet the overseas representatives.

The Seattle reception will be held at the Black Bottle restaurant at 6:30 pm on August 19. The Portland, OR reception will be held at the Benson Hotel on August 25th at 6:30 pm. Both receptions will include a no-host bar. There is no fee to attend. To attend, please RSVP by calling Rose Braden at 503-248-0406 by August 12.



Paul Boardman, Director, AF&PA China Director; Craig Larsen, President, Softwood Export Council; and Xu Fang, Technical Director, AF&PA China, shown with Latisha Peterson, Yakama Forest Products at the Dalian Furniture Show, will join other Asia staff for a tour of Pacific Northwest wood products companies.

understand just how open the ASTM International process is to their input. We believe the CSCA office will help bring that message to the sectors in China that can benefit from greater participation in ASTM International."

Because of the ease of reaching the consortium members through the Beijing office, it is possible to arrange training on the process of developing international standards, to obtain detailed technical information and explanations regarding the application of standards individually or as part of a conformity assessment process, and to learn about certification programs in greater detail.

For more information about ASTM's China activities, visit their website at: www.astm.org or email Kitty Kono Vice President, Global Cooperation, ASTM International at kkono@astm.org.

US-CHINA BUILD 2005 ACTIVITIES

<p>Advertising: Issue 8—US Housing & Building Materials Newspaper</p> <p>See page 2 for advertising rates.</p>	<p><u>Reach 10,000 readers with an ad in Issue 8 of the Chinese-language US Housing Industry & Building Materials Newspaper.</u></p> <p>The Fall issue will also be distributed to building materials importers, specifiers and distributors during the September sales mission and seminar series to be held in Shanghai, Chongqing, and Beijing.</p>	<p>Order Deadline: July 24, 2005</p> <p>Payment Deadline: July 29, 2005</p> <p>Ad Copy Deadline: July 29, 2005</p>
<p>2005 EBPA Summer Gateway for China, Taiwan, Korea & Japan</p> <p>Date: July 18, 2005</p> <p>Location: Seattle, WA</p>	<p><u>Join us in welcoming delegations from China, Taiwan, Japan, and Korea for 2005 EBPA Summer Gateway.</u> Builders, architects, developer and building materials importers from these important export markets will participate in this two-day technical seminar and site visit program showcasing western-style construction and interior design.</p> <p>A tabletop display at the mini-trade show and reception is a unique opportunity to promote your products and services to a diverse overseas audience at a very affordable price.</p>	<p>Mini-Trade Show + Reception EBPA Members: \$80 EBPA Non-members: \$100</p> <p>Reception Only: EBPA Members: \$30 EBPA Non-members: \$35</p> <p>Interpreters for mini-trade show: \$30 per interpreter</p>
<p>2005 US-China Build Sales Mission & Seminar Series</p> <p>Dates: September 12-16, 2005</p> <p>Beijing, Chongqing, Shanghai</p>	<p><u>Present your products to audiences of Chinese developers, architects, and distributors in this seminar about US building materials and construction methods.</u> US companies will also participate in mini-trade shows which will accompany each of the seminars. Space is limited and fills quickly, so register early.</p>	<p>EBPA/AF&PA Members: \$650</p> <p>Non-Members: \$750</p> <p>Price does not include airfare, hotels, meals, or domestic transportation.</p>

CHINA EXPANDS EFFORT TO CONTROL HOUSING PRICES

People's Daily Online, May 12, 2005

After a series of measures designed to slow China's soaring housing prices, seven government departments took further action Wednesday and issued proposals to stabilize housing prices.

Targeting problems such as over-investment in real estate and rising housing prices, the proposals recommend that officials in all of China's provinces make controlling the over heated real estate market a priority. In 2004, average home prices in China rose by 14%, and in the first quarter of 2005, home prices rose by 13% year on year. In East China's Shanghai Municipality, which has one of the highest housing prices in China, the average price has exceeded US\$112 per square foot. The spokesman of the National Bureau of Statistics, said recently that the proportion of affordable houses declined from 6% in 2003 to 5% in 2004.

To ensure an sufficient supply of houses for middle- and low-income consumers, the government proposals require local real estate administrative departments to outline price level and housing sizes before approving

land use applications. The proposals stress reducing construction costs for affordable housing, and restricting developers' profits to 3%.

The proposals also limit land speculation. Owners of land undeveloped one year after the date of purchase will be charged a "land idling" fee. For those still undeveloped after two years, the right to develop the property will be revoked. Experts say that this policy will be helpful reduce land "hoarding." As many developers and land owners purchase land and hold it until prices increase to develop their land.

As of June 1, 2005, home owners who sell their homes within two years of the purchase date are also required to pay business taxes based on the sale prices. According to tax and investment experts, the new tax law will slow the level of housing speculation by increasing the costs of speculators. The proposals also require housing purchases to be made under the buyer's real name and they prohibit sales of uncompleted construction.



HANDS-ON DRYWALL PROGRAM TEACHES TOOLS & TECHNIQUES

In June, EBPA welcomed ten representatives from Japanese construction and contracting firms for a three-day hands-on drywall training seminar. The program, organized by EBPA in cooperation with the US Foreign Commercial Service—Osaka/Kobe, and with support from Hamilton Northwest, Lowe's Home Improvement Warehouse and All-Wall, offered a rare opportunity for Japanese visitors to receive training from certified US drywall professionals and work with the tools and materials of the trade.

Use of drywall and interior paints in Japan has been gaining popularity as an alternative to adhesive applied fabric wallpaper treatments as consumers and builders have become more sensitive to concerns about "sick house" syndrome and chemical emissions from wallpaper adhesives. Use of paint products and color as an interior design element.

Representatives of Hamilton NW opened the program with an overview and discussion of proper selection and application of drywall joint compounds. Afterwards, participants practiced proper technique for each step in the drywall application process, including: cutting, breaking and shaping; hanging; mud and taping; sanding; priming and texturing with instruction from Dave Skatvold, No-Coat representative and master drywaller.

The seminar also introduced participants to several manufacturers and suppliers of drywall products and materials. Visits included GTS Interior Supply, a Pacific Northwest distributor of drywall and interior finishing products, All-Wall, an on-line distributor of drywall tools and equipment and Lowe's Home Improvement Warehouse for an introduction to environmentally friendly and healthy building materials. Local building products exporters met with delegation members at a welcome reception.

2005 SUMMER GATEWAY ATTRACTS DIVERSE INTERNATIONAL AUDIENCE

Building products buyers and end-users from throughout Asia will visit Seattle July 18—19 for the 2005 EBPA Summer Gateway Program. The program targets builders, architects, importers, distributors and developers from Japan, Korea, Taiwan and China, and showcases US residential building products through technical seminars and visits to residential construction sites and manufacturing plants. Over 60 overseas visitors are expected to attend. Each delegation will have a customized itinerary based on their interests and needs. Topics range from custom home building to sustainable design and building materials.

US companies are invited to participate in the mini-trade show and networking reception to be held the evening of July 18th in conjunction with the program. Call (253) 396-0131 or e-mail evgreen@ep.org for more info.

JAPAN HOUSING AND BUILDING MATERIALS NEWSPAPER — ISSUE 20

Order Deadline: August 1, 2005

Promote your products and export services in one of Japan's leading Japanese-language residential 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 to 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. Visit www.ep.org/us_japannews.directory.htm to see the publication on-line.

Contact Larry Kvidera, EBPA, at (253) 396-0131, for more information.

DIRECTORY OF US BUILDING MATERIALS & SERVICES (JAPAN 2006)

Cost/Directory Listing:

- EBPA Member, WA State Companies: \$100
- Washington State Companies: \$125

EBPA Members and Washington State companies are invited to list in the 2006 edition of the Directory of Building Materials and Services for Japan. The Directory is an extremely cost-effective means of promoting your company to a national audience of builders, architects, importers and other industry professionals throughout Japan.

2,500 copies of the printed directory are provided to Japanese importers, wholesaler/dealers, architects and users (builders) free-of-charge via direct mail, at trade shows and industry events, as well as and through professional associations and industry-related organizations. The Directory is also accessible to Japanese buyers on-line via the WA State Forest Products Program web site. EBPA and Washington State Offices also use the Directory extensively as a reference and resource for Japanese companies interested in using import building materials.

Full-page, comprehensive, Japanese-language directory listings include all of the vital information that Japanese companies want and need to know — contact information for you and your Japanese agent(s), business profile, product and service descriptions as well as company specifics. The directory is very user-friendly, cross-referenced by company name in English and Japanese, as well as by product or service (in Japanese).

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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

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

