



# FOCAL POINT: INTERNATIONAL NEWS

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## EBPA ORGANIZES 10TH SALES MISSION TO CHINA

The Evergreen Building Products Association US-China Build Program, with support from the Department of Commerce, Foreign Agricultural Service, and the American Forest & Paper Association is organizing its tenth sales mission and seminar series for US building materials manufacturers and suppliers to three of China's growing markets: Fuzhou, Kunming, and Chengdu on May 11-15, 2009.



Franklin International representatives show seminar attendees samples and literature.

The theme of the half-day seminars is Energy Efficiency, Green Building Materials, and Earthquake Resistant Construction in Commercial and Residential Construction.

The seminars will include information to familiarize Chinese developers, architects, and importers about the

*(Spring 2009 China Sales Mission continued on page 3)*

### US-CHINA BUILD PROGRAM

The US-China Build Program (USCB) is a non-profit business assistance program managed by Evergreen Building Products Association. US-China Build receives support from a grant from the Department of Commerce Market Development Cooperator Program, the USDA Foreign Agricultural Service, and its cooperators. USCB promotes exports of US building products and services to China's residential and light commercial construction markets. 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) 248-0407 or rbraden@uschinabuild.org.



## JAPAN SALES MISSION TO VISIT FIVE LEADING MARKETS

EBPA and the State of Washington are organizing their annual Japan spring sales mission for US exporters. The seminars and accompanying table top-trade shows will visit five cities in the Tokyo area during the week of May 25-29, 2009—Hamamatsu, Kawasaki, Omiya, Takasaki, and Utsonomiya.

EBPA/State of Washington missions have been an effective marketing tool for US housing and building materials manufacturers and exporters to Japan for over 10 years, generating over \$45 million in sales and reaching more than 5,000 Japanese architects, builders, importers and distributors in over 50 cities. The program is a concentrated, affordable activity for US building materials manufacturers, service providers, exporters and their Japanese dealers to showcase their products and services to buyers and end-users.



US companies said they expect approximately \$120,000 in sales to result from their participation in the October 2008 sales mission

The theme of the seminars will be *In Pursuit of the 200 Year Home*. The Japan Ministry of Land, Infrastructure and Transport (MLIT) has begun discussions in earnest

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## A YEAR OF ACCOMPLISHMENTS FOR EBPA

2008 was a busy year for the EBPA, filled with a number of notable accomplishments.

Internationally, EBPA organized four sales missions in Japan and China, a US pavilion at a green building materials trade show in Beijing, and US pavilions at three trade shows in Japan. EBPA also provided partial travel funding for members promoting wood products at overseas trade shows through the Association Cooperator Program.

In the US, EBPA held seminars about green building materials and shipping efficiency, and provided over 300 individual consultations to members about export regulations, market opportunities, and related information.

Bringing trade leads and information to our members is a central EBPA service. Members received updates through the International News Briefs, a compilation of trade data, information about policy changes and market developments, and trade leads. During the year EBPA sent members 348 leads from Japan, China, the Middle-East, and Europe.

EBPA received two grants from the State of Washington to organize US pavilions at two trade shows—the Building China Show in March and the Japan Home Show in November. The pavilions were well attended by US exhibitors. The Japan Home Show pavilion included ten US companies and on-site seminars about using sustainable US building materials in new and remodeled construction. The standing room only seminars also included demonstrations about proper window installation to resist water infiltration and a decorative concrete stamping product.

This year EBPA was awarded its second Department of Commerce Market Development Cooperators Grant to promote earthquake resistant and energy efficient US building materials in China's commercial construction market. The new grant will enable EBPA to build on its successful US-China Build Program (USCB) to provide new opportunities for US exporters. Since USCB began in 2002, EBPA has recorded over \$30 million in recorded exports for US producers as a result of their participation.

After 23 years of service, EBPA continues to open doors and provide export opportunities for US exporters. Affordable membership rates and participation fees are designed to make activities accessible to companies of all sizes. EBPA staff in the US, Japan, and China have the contacts to provide new and experienced exporters with current market data, contacts, and information to help their businesses.

## GREEN BUILDING MATERIALS SEMINAR ADDRESSES STRONG MARKET TREND

Green building materials have quickly become part of the mainstream building materials market and have proven to be an excellent way for manufacturers and developers to differentiate building materials and projects from their non-green competitors, even in today's tight construction market. To address interest in this topic, EBPA organized a green building materials marketing seminar at its December Annual Meeting.

The seminar featured Patti Southard, Program Manager for the King County Green Tools program and Built Green. The programs work with manufacturers and builders to encourage the use of sustainable and energy efficient building materials. Also featured was Craig Curtis, a LEED accredited architect and partner of Miller Hull Architects. Miller Hull is a noted architecture firm specializing in green residential and commercial projects.

Mr. Curtis spoke to the group of manufacturers about different ways that green products are being incorporated into commercial and residential projects. While he designs LEED projects, he also said that there are a number of ways to incorporate sustainable and energy efficient building materials at a lower price point than LEED, while still achieving the goals of LEED.

Ms. Southard spoke about how builders are adopting green building materials to help their marketing efforts. According to King County, Washington, sales of RMLS homes listed as green are 6% higher than non-green homes. She also discussed ways that companies can receive certification for using recycled building materials and manufacturing waste, such as the County's Linkup program.

Response to the seminar was so strong that EBPA is planning a seminar series for spring 2009 to advise companies how to receive Linkup certification, how to market their products to the green construction market, and about resources to help them access the green market. For more information, contact EBPA.

### Green Construction Facts

According to a 2007 study by McGraw-Hill, the market for green homes\* is expected to increase from \$2 billion in 2007 to \$20 billion in just 5 years.

40% of builders say that environmentally friendly construction makes it easier to market in a down economy and 21% of builders expect that 90% of their projects will be green in 2009.

(Spring 2009 China Sales Mission continued from page 1)

benefits of using US building materials such as consistent quality, energy efficiency, testing standards, and sustainable production. Ample time is included during two table top mini-trade shows for seminar attendees to display product samples, distribute literature and meet Chinese attendees.

#### Results from the Fall 2008 Mission

- Reporting companies expected 12 month sales of \$1.2 million.
- 420 Developers, architects, and construction professionals attended the three seminars and mini-trade shows.
- 96% of the audience survey respondents rated the seminar as good or excellent.

The sales mission follows a long line of well attended and successful seminars organized by EBPA. In 2008, 750 Chinese developers, traders, and construction professionals attended EBPA's spring and fall seminar series, which were held in six cities. US company participants expected initial sales to exceed \$3 million.

**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 March 1 to have their company information included in the direct mailer promoting the event. Speaking slots fill quickly, so please register early.



The registration fee covers the costs of seminars, mini-trade shows, and professional translation for company presentations. Hotel and in-country travel reservations will be made for the mission members who would like assistance, but airfare, hotels and meals are not included in the participation fee. Mission members who require Chinese language interpreters at their displays should expect to pay an additional \$75/day. Presentation slots are confirmed upon receipt of payment.

#### **PRICING:**

**EBPA Member Speaking Slot & Display:** \$750

**Non-Member Speaking Slot & Display:** 925

**EBPA Member Display Only:** \$650

**Non-Member Display Only:** \$825

For more information about participating, contact Rose Braden at 503-248-0407 or [rbraden@ep.org](mailto:rbraden@ep.org) or see the mission flyer at [www.ep.org](http://www.ep.org) on the Programs page.

## About the Spring China Mission Cities

### Fuzhou

Population: 6.6 million

- Fuzhou is the capital and the largest prefecture-level city of Fujian province.
- The city is a center for industrial chemicals and has food-processing, timber-working, engineering, papermaking, printing, and textile industries.
- In 1999, Fuzhou began developing creative industries and built the "Fuzhou Software Park". The government supports these industries via finance, taxes. Fuzhou is home to companies such as Oracle and CISCO.

### Kunming

Population: 6 million

- Kunming is the capital of Yunnan province, in southwestern China
- The city is the political, economic, communications and cultural center of Yunnan. It is also an important trading center between the far west and central and south China.
- From 2005 to 2010, Kunming is expected to nearly double in size, in terms of population and area, and city leaders aim to make the city one of the trade, transport, financial and cultural centers of Southeast Asia.

### Chengdu

Population: 11 million

- Chengdu is the capital of Sichuan province and one of the most important economic centers and transportation and communication hubs in Southwestern China. According to the 2007 Public Appraisal for Best Chinese Cities for Investment, Chengdu was chosen as one of the top ten cities to invest in, out of a total of 280 urban centers.
- Chengdu was close to the epicenter of the May 2008, 7.9 magnitude Wenchuan earthquake, which has stimulated strong interest in earthquake resistant building materials.
- Chengdu has long history as a national base for the electronics and IT industries. Several key national electronic R&D institutes are located in Chengdu. Chengdu Hi-tech Industrial Development Zone has attracted a variety of multinationals, at least 30 Fortune 500 companies and 12,000 domestic companies.
- Chengdu is now positioning itself to become the financial hub for Western China. The city has attracted major international financial institutions, including Citigroup, HSBC, Standard Chartered Bank, ABN AMRO, and BNP Paribas.

## DISPLAY AT ONE OF CHINA'S LARGEST BUILDING SHOWS

Join EBPA and its US-China Build Program at one of Southern China's largest and most well attended building materials trade shows.

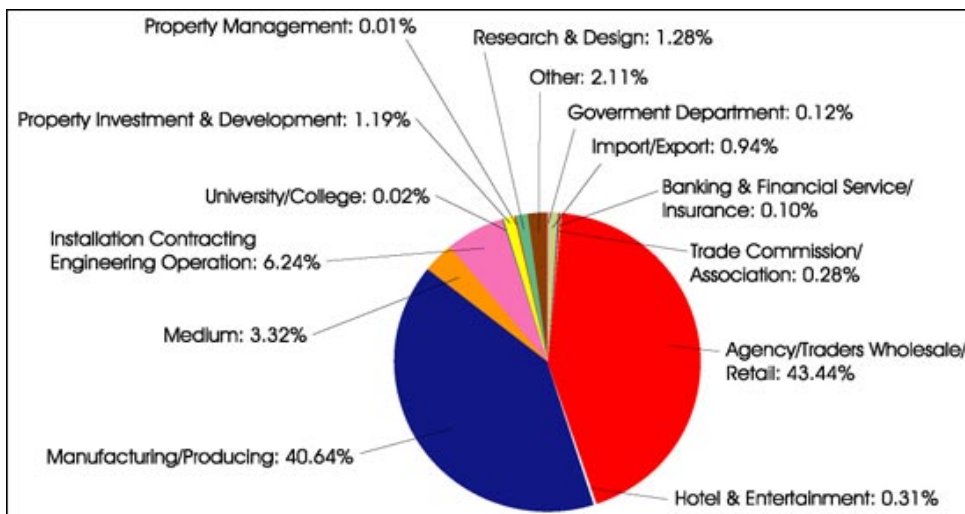
For the sixth year, the US-China Build Program, is organizing a US pavilion at the International Building & Construction Trade Fair in Shanghai for US companies and their overseas representatives. The Shanghai International Construction & Building Materials Show features a wide range of building materials, from kitchen and bath-ware to structural and interior finish building materials.



The 2008 show included 2,762 exhibitors in 6.4 million square feet of exhibit space. It was attended by 56,187 professionals, and exhibitors reported signing US\$410 million in sales during the fair.

Decorated booth space and table top displays are available. Companies interested in table top displays in the US-China Build booth are welcome and encouraged to staff their displays. If company representatives are not available, US-China Build staff will arrange the displays and field inquiries for companies. Table top and booth space is limited, so reserve your space early.

### 2008 Show Attendees by Occupation



For more information, contact Rose Braden at (503) 248-0407 or go to [www.uschinabuild.org/en/events](http://www.uschinabuild.org/en/events)

#### SHOW INFORMATION:

**Location:** Shanghai New International Expo Center

**Dates:** Monday, May 25—Thursday, May 28, 2009

#### **Pricing:**

##### **Booth Space:**

EBPA Members: \$2025

Non-Members: \$2125

##### **Table Top Space:**

EBPA Members: \$500,

Non-Members: \$600

#### **Registration Deadline:**

February 27, 2009.

#### Comments from Past Participants:

*"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."*

*Bill Mann, VP of Sales  
United Coatings*

#### US-China Build Program Cooperators

- USDA Foreign Agricultural Service
- US Department of Commerce
- American Forest & Paper Association
- The Center for Intl. Trade in Forest Products
- The State of Washington Community, Trade, & Economic Development
- The Softwood Export Council
- The Southern Forest Products Association
- APA-The Engineered Wood Association

US  China  
**BUILD**

## FOREIGN COMMERCIAL SVC. US PAVILION AT GREEN & ENERGY EFFICIENT FAIR

The US Foreign Commercial Service (FCS) in Beijing invites US exporters to participate in the US pavilion at the March 27-29, 2009 Conference and Trade Fair on Intelligent Green and Energy Efficient Building & New Technologies and Products Expo in Beijing.

The show is organized and supported by the China Ministry of Housing & Urban-Rural Development, National Development and Reform Commission (MOHURD), and the Ministry of Science and Technology. The event will focus on improving the energy efficiency in buildings in China and is considered the best venue to showcase products, services and new technologies in this field. Vice Minister Qiu Baoxing of the Ministry of Housing & Urban-Rural Development will host the accompanying conference. The US Department of Energy, and governments in Europe and Asia countries are also sending delegations to the event.

In addition to exhibiting at the show, the FCS has arranged for interested US companies to speak at the Green and Energy-Efficient Building & New Technologies and Products Expo (IGEBEC). If FCS attracts enough US exhibitors in the pavilion MOHURD has offered FCS a half day "US Greenbuilding Technology Seminar". Exhibitors will have the opportunity for a private group meeting with MOHURD's Vice Minister. There will be a small charge for this to cover expenses (US \$300 per exhibitor).

FCS is also seeking interested US companies sponsor for a luncheon with MOHURD and US exhibitors.

### Included in booth packages

- Fully furnished, nine square meter booth in a prime location
- On-site counseling with Department of Commerce staff & matchmaking throughout the show
- Introduction of US Pavilion members to VIPs at the show

### Pricing

U.S. pavilion fee \$1,610 per booth

**Deadline:** January 22, 2009

For more information, contact Ms. Merry (Shujuan) Cao Commercial Specialist, Foreign Commercial Service, U.S. Embassy, Beijing, China at [Shujuan.Cao@mail.doc.gov](mailto:Shujuan.Cao@mail.doc.gov)

(Spring 2009 Japan Mission Continued from page 1)

about extending the life span and long-term use of homes in Japan for a period up to 100 -200 years in response to government concerns about the effects of scrap-and-build practices on the global environment. The sales mission offers a unique opportunity for US industry and participating companies to promote the structural, durability, maintenance and cost performance advantages of western-style wood frame construction and building materials to a qualified audience of Japanese buyers and building materials specifiers.

**Audience:** 150—200 qualified builders, architects, building materials importers/distributors/trading companies and related construction professionals over the 5-day event.

**Format:** One "feature" seminar presentation about the mission theme, and up to eight general sales presentations (10-15 minutes).

A technical demonstration is also under consideration. The program in each city includes two mini-trade show sessions for US companies to show product and exchange business cards with Japanese attendees at table-top displays.



- 1) Sales Presentation: EBPA Members \$750, Non-Members: \$925 — Sales presentations are 10-15 minutes in length, depending upon the number of companies participating. Includes mini-trade show participation. Speaking slots fill early, so register early.
- 2) Mini-Trade Show Only: EBPA Members: \$600, Non-Members: \$775 — Two, 30 minute mini-trade show/table-top display sessions will be held at each venue. Mini-trade show companies can exhibit products/samples/photos, distribute company and product literature, and exchange business cards with Japanese attendees.

### Registration

**Includes:** Company profile in direct mailer sent to over 10,000 construction, architecture, importer and dealer contacts; attendee list with contact information before and after the event; pre-event publicity in industry magazines & newspapers; pre-scheduled meetings (at the request of the Japanese attendee); travel logistics coordination.

**Registration/Payment Deadline:** Company profile and registration fee must be received by March 20th to be included in the promotional direct mailer. Contact Troy DeFrank, (206) 256-6145, [troyd@cted.wa.gov](mailto:troyd@cted.wa.gov) for more

## EBPA MEMBER SPOTLIGHT

### NEW MEMBER SOURCES GREEN BUILDING MATERIALS

With growing interest in the US and Japan for green and sustainable building materials, new EBPA member, E.W. Fusion helps link Japanese and US industry pioneers with their respective international audience.

E.W. Fusion offers consultations, research assistance, marketing, and in some cases representation for vendors (product or service providers) and customers (educators, municipal and neighborhood planners, developers, and home builders). They also help clients who are unsure about their product needs, narrow their search to specific products and brands.

E.W. Fusion's Japanese and American staff understand the diverse offerings that the US and Japan possess in their respective industries, market, and culture. With experience in retail and wholesale marketing, construction advising, and National Sustainable Building Advisor Program certification, they strive to fill the voids in progress by understanding and promoting different approaches towards sustainability, stewardship, and responsible leadership.

For more information about E.W. Fusion, contact Robert or Noriko Hopkins at [ew-fusion@hotmail.com](mailto:ew-fusion@hotmail.com) or 360-981-2624.

**For more information about all of  
EBPA's members, go to  
[www.ep.org](http://www.ep.org) and visit the  
"Membership" page.**

### SIMPSON DOOR COMPANY – AMERICA'S FINEST DOORS SINCE 1912

Established in 1912 by Henry McCLeary and acquired by Simpson logging company in 1941, Simpson Door Company is one of the oldest continuously operating door plants in the United States.

Nestled in the forest lands of Washington state, the door plant brought together a team of industrious hard working craftsmen. When Simpson purchased the business in 1941, engineering and product development took center stage. To this day, Simpson Door is still known for its commitment to building technologically advanced doors that offer strength and durability.



Simpson Door Company has worked to strike a balance between quality and progressive thinking. Each door is still made to order, utilizing precise dimensions and specifications. With this attention to detail, Simpson Door has become highly specialized in meeting customer needs. Simpson has a second facility dedicated solely to the design and construction of custom, one-of-a-kind and specialty doors. The current generation of Simpson products represents the very best in state of the art precision, coupled with old world craftsmanship. That foundation is what Simpson stands on to produce doors that are truly doors of a lifetime.

For more information about Simpson Doors, contact Ted Jones, General Manager at [tjones@simpson.com](mailto:tjones@simpson.com) or visit [www.simpson.com](http://www.simpson.com)

## EBPA MEMBERS

84 Lumber Company  
Allweather Wood  
Andersen Windows, Inc.  
Buffelen Woodworking Co.  
Calvert Co., Inc.  
Canyon Creek Cabinet Co.  
Cascade Components, Inc.  
Central Valley Builder's Supply  
Chemcrest Architectural Prods.  
CINTRAFOR  
Columbia Vista Corporation  
Craftek, Inc.  
Demilec (USA), LLC  
E.W. Fusion  
Franklin International, Inc.  
Fypon  
Green Crow Corporation  
Guardian Building Products  
Hamilton Drywall Products

High Stage Corporation  
HMI Worldwide, Inc.  
Hoover Treated Wood Products,  
Huber Engineered Woods  
State of Idaho  
Interra USA, Inc.  
Japan Pacific Publications, Inc.  
JETRO - Japan External Trade Org.  
Keller Supply Company  
KG & Associates  
K West Home Supply, LLC  
L & M Intl Sales & Marketing  
Laticrete  
Lowe's Hme Improvement  
Marvin Windows & Doors  
Mount Vernon Building Center  
Neiman Enterprises, Inc.  
Owens Corning  
Pacific Modern Homes, Inc.

PNI Oregon  
Pac-Rim Building Supply  
Pioneer Trading Co.  
Ply Gem Pacific Windows  
Port of Tacoma  
Q.S. Control Corporation  
Rittenberg Associates  
Roger Williams Architect  
Santa Tsusho  
Simpson Door Company  
Softwood Export Council  
Squire, Sanders & Dempsey, LLP  
The Color People  
United Coatings, Inc.  
WA State Dept of Community, Trade & Econ. Dev.  
Weather Shield Mfg., Inc.  
Western Pacific Building Materials  
WFI Global



**Evergreen Building Products Association**  
"Promoting US Building Products to the World"

## UPCOMING ACTIVITIES

<b>Architecture &amp; Construction Materials Show (ACMS)</b>	ACMS is a must for companies interested in exploring new opportunities in the commercial market or promoting product to suppliers or specifiers of building materials for commercial and residential construction projects.	<b>Space Sold Out</b>
<b>Date:</b> March 3-6, 2009 <b>Location:</b> Tokyo, Japan		
<b>Kyung Hyang (KH) Housing Fair</b>	Exhibit in the EBPA pavilion at the KH Fair, Korea's longest running and most well known construction and building materials trade fair. In 2007, the show hosted 750 exhibitors and 150,000 visitors. Booth and table top display space is available. More information available on page 1.	<b>Table Top Space:</b> EBPA members: \$450; Non-members: \$550
<b>Date:</b> March 22-27, 2009 <b>Location:</b> Seoul, Korea <b>Deadline:</b> until space is filled		
<b>2009 China Spring Sales Mission:</b> Fuzhou, Kunming, Chengdu	Reach hundreds of interested buyers through this eighth annual sales mission and seminar series to China. Seminars include company presentations to audiences of developers, distributors, and other construction professionals. Ample time is be included for attendees to network with US suppliers at their table top displays. See page 1 for more information.	<b>Speaking Slots</b> EBPA member: \$750, Non-members: \$875  <b>Display Only:</b> EBPA Members: \$650; Non-Members: \$775
<b>Dates:</b> May 11-16, 2009 <b>Registration Deadline:</b> Feb 20, 20098		
<b>2009 Japan Spring Sales Mission</b>	EBPA/WA State Sales Missions have been an effective marketing tool for US housing and building material manufacturers and exporters to Japan for over 10 years, generating over \$40 million in sales and reaching over 5,000 Japanese architects, builders, importers and distributors in over 50 cities throughout Japan.	<b>Sales Presentation:</b> EBPA Members: \$750; Non-Members: \$925  <b>Mini-Trade Show Only:</b> EBPA Members: \$600 Non-Members: \$775
<b>Dates:</b> May 25-29, 2009 Hamamatsu, Kawasaki, Omiya, Takasaki, and		
<b>Shanghai International Construction &amp; Building Materials Trade Show with Kitchen &amp; Bath Show</b>	Exhibit at one of China's largest trade shows. The 2008 show featured 2,762 exhibitors and hosted 87,848 attendees. Products exhibited range from kitchen and bathware, tiles, structural building materials, insulation, lighting, wood products, paints and coatings, flooring, tools and more.	<b>Booth Space:</b> EBPA Members: \$2025 Non-Members: \$2125  <b>Table Top Space:</b> EBPA Members: \$500 Non-Members: \$600
<b>Date:</b> May 25-28, 2009 <b>Deadline:</b> Feb 27, 2009		
<b>2009 China Fall Sales Mission</b>	Join EBPA/AFPA's fall sales mission to three fast growing cities in China. Cities and exact date to be announced	
<b>October 2009</b>		
<b>2009 Japan Fall Sales Mission</b>	Participate in this five city sales mission to Japan. Reach builders, distributors, and construction professionals with company specific sales presentations and table top displays.	
<b>October 2009</b>		

For more information about EBPA's activities, contact EBPA or visit our website at [www.ep.org](http://www.ep.org). For more information about EBPA membership, contact Rose Braden at 253-396-0132

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## **www.ep.org**

The bilingual website is regularly updated to bring you the latest information about the international construction market including:

- Searchable Directory of US Exporters to China & Japan
- Past & current issues of the Focal Point newsletter
- Detailed information about upcoming events



## **www.uschinabuild.org**

- Searchable Directory of US Exporters to China
- Market information
- Upcoming Events
- Links to other China-related websites

