



FOCAL POINT: INTERNATIONAL NEWS

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JAPAN STUDY FINDS OPPORTUNITIES FOR US BUILDING MATERIALS

At the end of June EBPA and the Center for International Trade in Forest Products Association (CINTRAFOR) will release an in-depth study of market opportunities for US building materials in Japan's wood frame construction sector.

Based on interviews with Japanese wood frame builders and panelizers and a survey conducted at the 2009 Japan Home Show, the study includes information about end-user perceptions about US building materials and provides recommendations for improving sales in Japan's 2x4 and panelized housing market. The report also includes demographic information about Japan's housing market.

The Japanese 2x4 market represents a good opportunity for US manufacturers and exporters of wood products who are confronted with the worst US housing market since 1945. This is particularly true given the recent strength of the yen. In addition, the relative weakness of the US dollar, particularly with respect to the Canadian dollar and the Euro, provides US wood products with a competitive advantage in Japan.

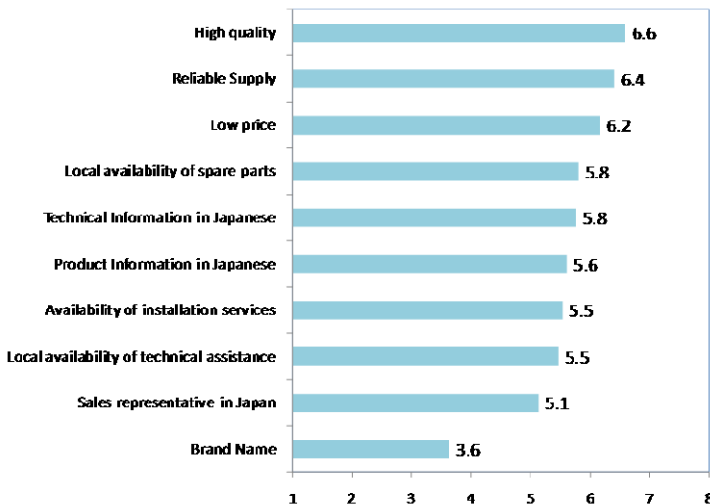


Figure 1. Japanese builder's importance ratings of factors that influence their purchase decision for imported building materials.

(Japan Building Materials continued on page 4)

JAPAN HOME SHOW EBPA/ WA PAVILION & SEMINARS

November 12-14, 2009
Tokyo, Japan

Join the Evergreen Building Products Association and the State of Washington pavilion and seminars at the 2009 Japan Home & Building Show (JHBS 2009). The JHBS is Japan's largest annual residential construction and building materials trade event. The show is an excellent venue for US companies and their Japanese agents to build brand awareness, test market new products or identify distribution partners.



The EBPA/WA pavilion features full day on-site product demonstrations and seminars about improving construction performance and energy efficiency with US building materials. In 2008, these seminars attracted standing room audiences and large numbers of visitors to the pavilion.

2008 Participants

- Marvin Windows
- Weather Shield Windows
- Hurd Windows & Doors
- Simpson Doors
- KG & Associates
- State of Oregon
- West Coast Juniper
- Country Base (concrete stamp)
- Cascade Components
- Roger Williams Architect
- Trans-Pacific Marketing
- Marubeni (consolidator)

(2009 Japan Home Show EBPA/WA Pavilion continued on page 4)

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SEPTEMBER 2009 SALES MISSION CITIES ANNOUNCED

EBPA will hold its eleventh sales mission on September 14-19 to Hangzhou, Wuhan and Qingdao.

These seminars regularly attract over 300 distributors, architects, and designers and they are an excellent way for US exporters to identify potential customers and distributors. Each seminar includes ten company specific presentations by US company representatives and technical presentations by noted architects about residential and commercial design and methods for improving construction performance. Seminars also include three table top display sessions where companies display samples, distribute literature, and talk with seminar attendees..

PRICING:

EBPA Member Speaking Slot & Display: \$750

Non-Member Speaking Slot & Display: \$925

EBPA Member Display Only: \$650

Non-Member Display Only: \$825

Deadline: July 30 to be included in promotional mailer

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.

For more information about participating, contact Rose Braden at 253-396-0131 or rbraden@ep.org or see the mission flyer at www.ep.org on the Programs page.

About the Fall 2009 China Mission Cities

Hangzhou

Population: 6.4 million

- One of China's most prosperous cities, and well-known vacation locations.
- Hangzhou's GDP is second only to Guangzhou in China
- Education and high-tech manufacturing center.

Wuhan

Population: 6.7 million

- The capital of Hubei Province, Wuhan is the political, economic, financial, cultural, educational, and transportation center of central China. The China office has received numerous inquiries from Wuhan businesses about US building materials.
- The city it is an important center for trade, finance, transportation, information technology, and education in central China. Its major sectors include manufacturing for optic-electronic information, automobile manufactur-

CHINA SALES MISSION DRAWS OVER THREE HUNDRED

The Evergreen Building Products Association's (EBPA) tenth sales mission and seminar series to China attracted 310 Chinese architects, distributors, and developers and resulted in \$1.2 million in projected 12-month sales.

Seven US companies participated in seminars in Fuzhou, Kunming, and Chengdu, where they gave presentations about

products and technologies for improving construction performance, design, and energy efficiency.

The theme of the seminars was energy efficiency, green building materials, and earthquake resistant construction in commercial and residential construction. Given China's 2008 earthquake, interest in earthquake resistant building materials has increased. Rising energy costs and desire for higher quality housing is also spurring interest in imported building materials.

The sales mission was the result of support from the Department of Commerce, Foreign Agricultural Service, the American Forest & Paper Association, the Port of Tacoma, and the City of Fuzhou..

The sales mission follows a long line of well attended and successful seminars organized by EBPA and AF&PA. 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 sales from these seminars to exceed \$3 million.

ing, steel manufacturing, pharmaceuticals, biological engineering, and, environmental protection..

Qingdao

Population: 8 million

- Qingdao is a major seaport, naval base, and industrial center and was listed as China's 8th most livable cities.
- As an important trading port in Shandong province, Qingdao flourishes with foreign investment and international trade and is home to Haier electronics, Tsingtao brewery, and a large fisheries industry.

Results from the Spring 2009 Mission

- 310 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.

JAPANESE LANGUAGE DIRECTORY FOR US BUILDING MATERIALS EXPORTERS

EBPA and the State of Washington invite US exporters to participate in the 2009-2010 edition of the Directory of Building Materials and Services for Japan. In its 13th year, the Directory is an extremely cost-effective means of promoting your company to a national audience of builders, architects, building materials importers and related construction industry professionals throughout Japan.

3,000 copies of the printed directory are distributed to Japanese importers, wholesaler/dealers, architects and builders free-of-charge via direct mail, at trade shows and industry events, and through professional associations and industry-related organizations. Upcoming events where the directory will be distributed include the EBPA/State of Washington Building Materials Sales Missions, the 2009 Japan Home & Building Show, and the 2010 Architecture and Construction Materials Show.



The Directory is also accessible to buyers on-line via the EBPA and Washington State web sites. EBPA and Washington State Offices also use the Directory extensively as a reference and resource for Japanese companies interested in using imported building materials or working with US companies. Company information in the online version can be updated by EBPA upon request to reflect staff changes at your company and new product offerings and services.

FORMAT: Full-page, comprehensive, Japanese-language directory listings include vital information that companies want and need to know including, contact information for your company and your overseas agents, business profile, product and service descriptions, and company demographics. The directory is very user-friendly, cross-referenced by company name in English and Japanese, as well as by product or service. To view the 2006 directory, visit <http://x.ep.org/en/resources/jdirectory>

COST/DIRECTORY LISTING:

- EBPA Member: \$200
- Non-members: \$250

Deadline: Tuesday, June 30, 2009. Space is limited so register early.

US COMPANIES DISPLAY AT JAPAN ARCHITECTURE & CONSTRUCTION MATERIALS SHOW

EBPA and the State of Washington organized a pavilion at the March 2008 Architecture and Construction Materials Show in Tokyo.

ACMS targets primary decision makers in planning and development, design and construction of medium-to-large scale commercial and residential projects. The show is a major draw for architects, contractors, real estate developers, trading companies, builders and architecture firms.

EBPA members who produce and sell building materials such as insulation, prefabricated home packages, lumber, plywood, cabinets, interior finishes, and windows participated in the pavilion.

EBPA will organize another pavilion at the March 9-12,, 2010 show. Contact EBPA for more information.

EBPA PARTICIPATES IN KOREA HOME SHOW

In February, EBPA, the Softwood Export Council, the State of Washington and US exporters participated in the Kyung Hyang (KH) Housing Fair in Seoul, Korea.

The KH Fair, which began in 1986, is Korea's longest running and most well known construction and building materials trade fair. This year's show received 30,000 visitors, and the EBPA/American Softwoods booth received 1,061 visitors. Many of the booth visitors inquired about green and sustainable building materials.



The Softwood Export Council also hosted a reception for members of the media to highlight US wood building materials. Following the reception, articles about US building materials appeared in The Weekly Wood News, The Korea Wood Newspaper, The Wood Newspaper, and The Garden House.

The three organizations plan to organize displays at next year's show. For more information about partici-

(Japan Building Materials continued from page 1)

Opportunities in Japan's 2x4 construction industry are also promising since the potential exists to reduce construction costs by increasing the use of imported US value-added wooden building materials.

Survey results identified the importance of various product and service attributes on Japanese users' purchase decision (Fig. 1) and found differences between large and small firms (below). The study also includes information about how US building materials rank on these scales compared to other suppliers and provides recommendations for improving suppliers' market position. .

Top Product and Supplier Attributes Affecting Japanese Builders' Purchase Decisions

Large Firms: Reliable supply, low price, product quality

Small Firms: Product quality

2x4 Builders: Product quality, reliable supply, low price

Post & Beam Builders: Low price, reliable supply, product quality, availability of spare parts

The full report is available free to EBPA members. Non-members may purchase the report at www.cintrafor.org.

JAPAN MISSION RESULTS IN \$90K IN SALES

Almost 200 Japanese architects, distributors, and builders attended the May 2009 sales mission and seminars in Hamamatsu, Kawasaki, Omiya, Takasaki, Utsonomiya where six US exporters and manufacturers' representatives gave presentations about materials and techniques to improve housing performance and longevity.



The group of exporters said they were impressed by the quality of the audiences and noted that while they have worked in Japan for many years and were familiar with most of the country's architects and builders, the seminars attracted new contacts that they otherwise would not have met.

The six company representatives reported \$90,000 in sales made during the mission and an additional \$190,000 in projected 12-month sales.

The next sales mission to Japan will be held in October 2009. For more information, contact Troy DeFrank at 206-256-6145.

(Japan Home Show Pavilion Continued from page 1)

Companies who reserve booth or catalog space will have the opportunity to give presentations or live demonstrations showing the installation, application or use of their products.



On-site seminars and demonstrations attract standing room only audiences

These on-site demonstrations and presentations are a proven method to showcase your company's products and increase foot traffic to your booth. Priority will be given to EBPA/Washington State companies at the event. Companies are guaranteed a minimum of 15 minutes for presentations

The 2008 JHBS featured 600 exhibitors in 1,050 booths and attracted 91,859 visitors. JHBS 2009 will feature events about Energy Conservation, Stone & Ceramics for Construction and Interior Style and Design to maximize traffic during the show.



BOOTH PACKAGES

Booth packages include standard 3mx3m (9.8'x9.8') booth space with side and back panels, nameplate, carpet, outlet and electrical hookup*.

TABLE TOP DISPLAYS

Companies with table top displays receive dedicated space in the EBPA/WA State Pavilion to display literature and small samples. Companies are welcome and encouraged to staff their displays. EBPA and WA State representatives will be on hand to distribute catalogs if a company representative is not available.

OTHER BENEFITS

- Listing on the Japan Home & Building Show Web Site
- Listing in the Japan Home & Building Show Guidebook + companies are also listed in the Guidebook to Exhibitors in the US Pavilion
- Pre-Show Promotional Mailing to Residential Construction Industry Contacts (US Foreign Commercial Service)
- Pre-Arranged Matchmaking Meeting Services

Pricing

Booth space: EBPA member: \$3,800; Non-mbr: \$3,900

Table-top space: EBPA member: \$600; Non-mbr: \$700

For more information, contact Troy DeFrank at (206) 256-6145 or Rose Braden at (253) 396-0131.

* Overhead signage is additional for new exhibitors

EBPA MEMBER SPOTLIGHT

KELLER SUPPLY COMPANY

Keller Supply Company is a master wholesale distributor of plumbing and HVAC products. Established in 1945, Keller Supply Company, with its office in Seattle, operates from 53 warehouse locations in the Pacific Northwest (WA, OR, ID, MT, UT, AK, and CA). Many of the warehouse locations feature showrooms displaying a number of the kitchen and bathroom fixtures and valves popular in today's market. Kohler, Mansfield, Gerber, Caroma, Maax, Lasco, Whirlbath, Delta, Moen, Grohe, Elkay, St. Thomas and Armstrong Air represent just a few of the over 300 plumbing and HVAC manufacturers that Keller Supply Company stocks and distributes.

Keller Supply has been exporting US products to Japan, Korea, Taiwan, Guam, China, and other Pacific-Rim countries since 1988. The company's International Sales Office is located at the Seattle Corporate facility and is supported by an on-site showroom open to all visitors. The International Sales Office specializes in the sourcing of numerous plumbing materials from the various manufacturing companies to insure a competitively priced package for both residential and commercial building projects.

Keller Supply has been a member of EBPA since 1990. For more information about Keller Supply, contact Barry Johnson, Sales Manager at bjohnson@kellersupply.com or (206) 285-3300.

For more information about EBPA's members, go to www.ep.org and visit the "Membership" page.

ALLWEATHER WOOD TREATERS

Allweather Wood (AW) began in 1985 with its first pressure treating facility located in Washougal, Washington. AW now ranks as the largest water-borne wood treater in the Western U.S. with total capacity of over 200 million board feet.

Production expansion and strategic Western US locations have been coupled with expanded product lines at each location. AW's inventory is comprised of products that can be used for decks, fences, and landscaping as well as docks, bridges and pole type buildings. Species of products include Southern pine, Hem fir, and Douglas fir.

The company's wood treatment processing facilities are some of the most advanced in the industry. To ensure smooth, continuous production, Allweather has made significant investments in safe, long-term operation.

But AW didn't stop there. AW continually upgrades its facilities to maintain efficient production. All of the company's plants are fully enclosed, which allows year-round operation and ensures a steady supply of products. AW leads the industry in employing production practices that are environmentally responsible and highly efficient. AW's state-of-the-art plants are located close to extensive raw material resources..

Each plant is equipped with high-speed incisors, custom prestaining capabilities, and computer controlled treating cylinders to assure quality products. Two AW plants use advanced dehumidification dry kilns to prepare proprietary products for better stability in warm, dry climates or for specific end uses where a kiln dried product is required. These tools and facilities make it possible for Allweather to produce premium quality products that meet or exceed the American Wood Preservers' Association. standards

EBPA MEMBERS

84 Lumber Company
BL Corporation
Allweather Wood
Andersen Windows, Inc.
Anset
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.
Dee Trading
E.W. Fusion
Franklin International, Inc.
Fypon
Green Crow Corporation

Guardian Building 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 Home Improvement
Marvin Windows & Doors
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
Reliable Homes
Rikkyo
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
Yamasa



UPCOMING ACTIVITIES

2009 China Fall Sales

Mission:

Hangzhou, Wuhan and Qingdao

Dates: Sept 14-19, 2009

Registration Deadline:
July 30, 2009

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 included for attendees to network with US suppliers at their table top displays. See page 1 for more information.

Speaking Slots

EBPA Member: \$750
Non-Member: \$925

Display Only

EBPA Member : \$650
Non-Member: \$825

2009 Japan Fall Sales Mission

Dates: September, 2009

Cities: TBA

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.

Sales Presentation:

EBPA Members: \$750;
Non-Members: \$925

Mini-Trade Show Only:

EBPA Members: \$650
Non-Members: \$825

US Pavilion & Seminars— Japan Home Show

Date: Nov 11-13, 2009

Deadline: July 10, 2009

Join the EBPA/State of WA US Pavilion at the Japan Home & Building Show 2009 (JHBS 2009). JHBS is the largest annual residential construction and building materials trade event in Japan.

The pavilion features day-long seminars and demonstrations for participants. The seminars attract standing room only crowds and increase foot traffic at the booth. More information is available on page 4.

Booth Space:

*EBPA member - \$3,800;
Non-member - \$3,900*

Catalog space:

*EBPA member - \$600;
Non-member - \$700*

NEW SHIPPING LINE TO SERVICE PORT OF TACOMA

Wallenius Wilhelmsen Logistics (WWL), a global leader in factory-to-dealer logistics, has launched monthly service from Tacoma, Washington (USA) as part of its east-bound Asia to North America to Europe trade. The new service will accept cargo in Tacoma bound for Europe, and also for Australia, South America, and the Caribbean via transshipment in Manzanillo.

John Felitto, Executive Vice President, Wallenius Wilhelmsen Logistics Region Americas, commented "In today's environment, we know that OEMs, forwarders and shippers must be able to respond quickly to demand anywhere in the world. Now, with our regular service out of Tacoma, businesses in the Pacific North West are better positioned to get their goods to dealers And customers all over the world, on a reliable and predictable schedule."

The Port of Tacoma is a member of EBPA. For more information about the Port's services, contact Tong Zhu, Director of Commercial Strategy at tzhu@portoftacoma.com or (253) 428-8642.



2009 TAIPEI INTL. BUILDING CONSTRUCTION & DECO EXPO

December 10-13, 2009
Taipei, Taiwan

Join the U.S. Agricultural Trade Office and exhibit in the US pavilion at Taiwan's largest building materials trade fair.

Participants receive interpretation assistance, a free listing in the official show directory, hotel reservation services, use of the business center, and the opportunity to speak at the show's Architecture Forum.

Prices

Standard Furnished Booth: NTS60,000/US\$1,875
(exchange US\$1=NT\$32)

Raw Space (4 booth minimum): NTS\$39,000/booth
Space next to major aisle (6 meter wide aisle: Additional NTS3,150/booth

For more information, contact Cleo Fu, Taipei Agricultural Trade Office at Cleo.fu@fas.usda.gov

For more information about EBPA's activities, contact EBPA or visit our website at www.ep.org. For more information about EBPA membership, contact Rose Braden at 253-396-0131

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www.uschinabuild.org

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

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
- Links to market research and Japanese resources



EBPA'S 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.



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

