

Seminar & Networking: International Markets that Can Resist the Strong US Dollar

Tues, May 12, 2015 Seattle, WA

Graham Visitors Center, Wisteria Hall
at the Washington Park Arboretum

Organized by:



Co-Sponsors:

**CINTRAFOR, Center for International Trade in Forest Products
Port of Tacoma
State of WA Dept. of Commerce
U.S. Department of Commerce
State of Washington Department of Commerce
World Trade Center Tacoma**

US building materials exporters are invited to this interactive event to learn about and discuss markets and market segments that are growing in spite of the strong U.S dollar.

Panels of industry experts will present information about growing international markets for U.S. building materials, and growing segments within traditional export markets. This interactive format will encourage questions and discussion from the audience.

This seminar will answer the following questions:

- What countries are poised as new markets for US construction goods and services?
- What opportunities exist for US exporters to increase sales in established markets such as Japan and China?
- What free services, funding, and expertise is available to help my company?
- What strategy do I need to expand into unfamiliar markets?
- Meet experts and potential partners during this seminar and reception

Agenda

1:00 Welcome Remarks. [Rose Braden](#), EBPA

1:15 - 2:30 Global Forecasts & Market Developments that Help US Products.

Moderated by [Mark Calhoon](#), State of Washington Department of Commerce

- [Bob Flynn](#), Director, International Timber, RISI
- [*Forecasting Strong International Markets and Countering the Strong US Dollar*](#)
- [Ivan Eastin](#), Director, Center for International Trade in Forest Products (CINTRAFOR)
- [*Japan: Government Stimulus Programs to Increase Wood Use in Residential and Public Buildings*](#)
- Discussion/Q&A

2:30 - 3:45 Segments that are Resisting the Strong Dollar. Moderated by [Ivan Eastin](#), CINTRAFOR

- [Rose Braden](#), Director, EBPA
- [*Japan's Growing Remodeling Sector*](#)
- [Doug Simon](#), North American Branch President, Timwood AB
- [*The Growing Markets of Turkey, Russia, India*](#)
- [Dana Shannon](#), Global Trade Specialist, Business Oregon
- [*How to Identify and Supply High-Income Users in the Middle East*](#)
- Discussion/Q&A

3:45 - 4:00 Break

4:00 - 4:45 US Producer & Exporter Competitiveness Panel

- [David Holbert](#), Executive Director, Northwest Trade Adjustment & Assistance Center
- [*The "Made in America" Grant Program: Funding for US Manufacturers*](#)
- [Rose Braden](#), EBPA
- [*U.S. Federal Funding Programs to Assist US Manufacturers and Exporters*](#)
- Discussion/Q&A

4:45 - 6:30 Reception—Beer, Wine and Appetizers served

Speaker Bios

Rose Braden is the Director of the [EBPA](#). Ms. Braden counsels companies on international expansion, leads trade missions, and researches opportunities and obstacles for U.S. building products exporters in international markets. Recent research has focused on Japan's residential remodeling market, the Australia market for U.S. building materials, and the China market for wood and non-wood building materials. (www.ep.org)

Mark Calhoon is Senior Managing Director with the Washington State Department of Commerce's International Trade and Economic Development Division. He manages Commerce's network of foreign representatives, which provide coverage in over 30 countries, and a team of five international business development managers based in Seattle.

Ivan Eastin is the Director of the Center for International Trade in Forest Products (CINTRAFOR) at the University of Washington. Dr. Eastin's research focuses on the ways that forest products are traded throughout the world, looking at marketing strategies and the dynamics of international trade. His domestic market research has been focused on promoting the adoption of green building materials in the residential construction industry. International research includes understanding factors that influence the competitiveness of US forest products exports, evaluating factors that influence the specification and use of wood products in Japan, China and Vietnam, Japan tariff and non-tariff barriers, and evaluating the impact of timber legality legislation on forest products trade.

Bob Flynn is Director, International Timber for RISI, the leading information provider for the global forest products industry. Bob has more than 35 years experience in the forest industry.. He has spent the past 28 years as a consultant to the international forest industry, with a focus on analysis of timber supply and demand trends outside of North America. He joined RISI in 2006, and has published reports on China's timber supply and demand;; profiles of India's forest products industry; an analysis of the impact of Russia's log export tax on Asian log markets; annual reports on international trade in woodchips and biomass; reports on South American plantation forestry and bioenergy markets; and co-authored an analysis of Southeast Asia's timber supply trends and expected impacts on global forest products markets.

David Holbert is a career management consultant with deep experience in manufacturing, international trade, and social entrepreneurship. As of September 2013, David joined the staff of the Northwest Trade Adjustment Assistance Center and as of July 2014 became its Executive Director. NWTAAAC follows a mission of helping Northwest firms compete more effectively in a globalized economy. This is familiar territory for David as he led a Research Center at the University of Southern California that was part of the same TAA for Firms (TAAF) network. (See ntwaac.org).

Doug Simon is the North American branch President of Timwood AB, an international consultancy to the wood products sector. As an analyst and project manager with Timwood he conducts thorough strategy assessments for a range of building materials and global markets, guiding clients' strategic decision-making and delivering actionable insights on business planning, market segmentation, product positioning, cost benchmarking, distribution analysis, and capital investment decisions. Mr. Simon holds a BS degree in Forestry from Iowa State University and an MS in Forest Products Marketing from the University of Washington

Dana Shannon has over 15 years experience in international import/export business, currently as a Global Trade Specialist for the Oregon Business Development Department and previously as International Trade Advisor for the Small Business International Trade Center, Small Business Development Center Office. Mr. Shannon is also a university professor teaching international business, international marketing, and international trade practices procedures at several Portland-area institutions of higher education.

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