



US-China Build Program Results in \$11 Million in Sales to China

US-China Build (USCB) is a cooperative effort between government and industry to promote US building materials and technologies in China. The result of a grant from the US Department of Commerce awarded to the Evergreen Building Products Association (EBPA), USCB is staffed by CINTRAFOR, the State of Washington and EBPA and receives additional funding and support from the American Forest & Paper Association, APA-The Engineered Wood Products Association, the Softwood Export Council, and the Foreign Agriculture Service.

The US-China Build Program is a two-pronged effort of education and promotion. Activities in China are designed to inform Chinese construction professionals about US building materials, wood frame building technologies, and US wood species and building materials. This is achieved through the US-China Build Program's office in Shanghai, sales missions, seminars, semi-annual Chinese-language US Housing & Building Materials Newspapers, US supplier guides, and trade show pavilions featuring US building materials and companies. In the US, USCB informs US exporters about China's building products industry, provides advice about China business practices, and identifies potential customers through the programs seminars, quarterly newsletter, and personal consultations.

As one of the first ongoing cooperative programs of its type, USCB has achieved significant results since it began in November 2001. As more US companies have become familiar with USCB, US company participation has increased. At the same time, as Chinese companies become better acquainted with US product options and USCB programs, seminar attendance has continued to increase. The semi-annual Chinese-language US Housing & Building Materials Newspaper, which contains advertising, technical articles about using wood and non-wood building materials and improving energy efficiency, product and project profiles, and related news is mailed to over 8,000 Chinese architects, developers, and other construction professionals. Response to the newspaper has been extremely positive and continues to generate increasing numbers of sales leads.

Since November 2001, the following success stories have been tallied:

- Over 135 US companies have participated in USCB programs in China, resulting in reported projected and actual sales totaling more than \$11 million.
- 270 Chinese construction professionals have traveled to the US to meet with US building materials suppliers and learn about US building materials and wood frame building technologies. An additional 1,300 Chinese construction professionals have attended the three annual seminars hosted by USCB in China.
- The bi-annual Chinese-language US Housing & Building Materials newspaper reaches over 10,000 readers in China and is now on its seventh issue. The Focal Point, the quarterly English newsletter reaches over 3,000 readers in the US.

Recent Activities

- Ten thousand copies of the 2005-06 Chinese-language Directory of US Building Materials Suppliers was printed in May and mailed to a database of Chinese developers and construction professionals. The directory was also distributed at the US Pavilion at the Shanghai International Construction & Building Materials Trade Fair. It will continue to be mailed to people who make inquiries and at other trade events.
- In May, USCB coordinated a US Pavilion at the Shanghai International Construction & Building Materials Trade Fair. The pavilion covered 82 square feet and included five US companies.



C I N T R A F O R

- In June, Five US companies participated in the week-long Business Development Mission to Shanghai. US firms met with Chinese developers, building materials distributors, representatives from a building materials testing lab, and with US attorneys in China to discuss issues related to selling building materials to China.

Upcoming Activities

- Planning for the September 12-16 Seminar Series and Sales Mission to Shanghai, Chongqing, and Beijing has begun. Ten speaking slots will be available to US building materials suppliers. Last year's sales mission hosted 450 Chinese construction professionals and resulted in \$5 million in projected 12 month sales.
- Issue 8 of the Chinese-language US Housing & Building Materials newspaper will be distributed in August and will include advertising by US building materials suppliers.

For more information about US-China Build activities, contact Rose Braden at rbraden@uschinabuild.org or 503-248-0406, or visit the program website at www.uschinabuild.org.