

## US China Build Program Results in \$13 Million in Sales to China

When the US-China Build Program (USCB) was established in 2001, US companies were interested in selling building materials to China, yet only the largest companies could afford to launch promotional and sales campaigns. The Department of Commerce recognized the potential for small and large companies to increase their sales to China and the need for a group to facilitate promotional and education activities. In November 2001 it awarded \$354,000 to the Evergreen Building Products Association (EBPA) to form the US-China Build program and promote US building materials and technologies in China. The US-China Build Program quickly became a partnership between EBPA, the Center for International Trade in Forest Products, the State of Washington Department of Community Trade and Economic Development, the American Forest & Paper Association, APA-The Engineered Wood Products Association, the Softwood Export Council, the Southern Forest Products Association, and the Foreign Agriculture Service.

The collaboration has been a great success. By the end of 2005, US companies reported \$13 million in sales as a result of their participation in USCB seminars, sales and education missions, Chinese-language newspapers and US supplier guides, and trade show pavilions.

In the US, USCB educates exporters about China's building products industry and provides advice about China business practice through seminars, a quarterly newsletter, and personal consultations.

As one of the first ongoing cooperative programs of its type, USCB has achieved significant results. Since November 2001, the US-China Build Program has achieved the following:

- Over 160 US companies have participated in USCB programs in China, resulting in **sales totaling \$12,564,643**.
- 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.
- With support from AF&PA and its cooperators, USCB has coordinated four annual Sales Mission and Seminar Series in China. Over 1,600 Chinese construction professionals attended the seminars and over 40 US companies have participated.
- USCB has published nine issues of the twice yearly Chinese-language US Housing & Building Materials Newspaper. The newspapers include technical and design information, project profiles and a total of 40 US company ads. Each issue of the newspaper is distributed to over 10,000 readers via direct mailing and at trade shows and special events. Feedback from Chinese construction professionals has been very positive.
- Eighteen issues of the Focal Point, a quarterly English newsletter have been mailed to over 3,000 readers in the US.

- USCB has published two editions of the Chinese-language Directory of US Building Materials Suppliers. The two editions included a total of 87 US company listings. Ten thousand copies of each edition are printed and mailed to the USCB database and distributed at trade shows and events.
- In 2004, USCB and its partners produced Distinctive Designs: A Showcase of American Building Materials. The full-color publication includes over 50 award winning residential and commercial designs; and examples of decks, bridges, and outdoor landscaping projects made of US species.
- USCB has coordinated US pavilions at the Shanghai International Construction & Building Materials Trade Fair for the past three years. To date, 26 US companies have participated in the pavilions. USCB also cooperates with the Foreign Commercial Service to organize trade pavilions at other shows in China.
- USCB has coordinated two Business Development Missions to Shanghai. During the week-long mission US firms meet with Chinese developers, building materials distributors, and other construction professionals to learn about the Chinese construction market and attitudes about imported building materials and to develop business contacts. The missions have resulted in projected and actual sales exceeding \$3 million and the signing of one distributor.
- The bi-lingual Chinese/English program website includes past issues of the Chinese-language newspaper, the English newsletter, the US Company directory, upcoming trade shows, news, and information about upcoming USCB events. The website receives an average of 2,000 visits per week.

For more information about US-China Build activities, contact Rose Braden at [rbraden@uschinabuild.org](mailto:rbraden@uschinabuild.org) or 503-248-0406, or visit the program website at [www.uschinabuild.org](http://www.uschinabuild.org)