

China Sales Mission and Seminar Series

Fuzhou, Kunming & Chengu, China—May 11-15, 2009

The Evergreen Building Products Association US-China Build Program and the American Forest & Paper Association is organizing their tenth sales mission and seminar series for US building materials manufacturers and suppliers to three of China's growing markets: **Fuzhou, Kunming, and Chengdu**



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 benefits of using US building materials including energy efficiency, earthquake resistance, testing standards, sustainable production, and quality. Ample time will be included for two table top mini-trade shows or seminar attendees to display product samples and literature meet with Chinese attendees.

Organized by:



Supporting Organizations:

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

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 and one-on-one meetings with Chinese attendees. 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, 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. Once registrations are received, refunds cannot be made.

Results from the Fall 2008 Mission:

- One company alone reported securing \$1.6 million in sales at the seminars and during the mission.
- 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.

Trade Mission Schedule

Seminar Setup and trial in Fuzhou: May 10
 Fuzhou Seminar & Mini-Trade Show: May 11
 Kunming Seminar & Mini-Trade Show: May 13
 Chengdu Seminar & Mini-Trade Show: May 15

Yes, I would like to participate in the Spring 2009 China Sales Mission and Seminar Series.

Name/Title: _____ Company: _____

Address: _____ City/State/Zip: _____

Phone/Fax: _____ E-mail: _____

- Please find a check enclosed for \$_____
- Invoice me for the amount shown above.
- EBPA Member Speaking Slot & Display: \$750
- Non-Member Speaking Slot & Display: \$925
- EBPA Member Display Only: \$650
- Non-Member Display Only: \$825

Fax back to: (253) 396-0132



China Market Development Program for US Building Materials

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DAILY PROGRAM FOR EACH CITY

8:30-9:00	Registration/table top trade show, business card exchange
9:00-9:20	Introduction & Welcome by Chinese and US government representatives
9:20-9:25	Company presentation
9:25-9:40	Company presentation
9:40-9:55	Company presentation
9:55-10:10	Company presentation
10:10-10:25	Company presentation
10:10-10:50	<i>Keynote Talk: Xu Fang, AF&PA China Director; Using US Building Materials to Build Earthquake Resistant, Energy Efficient, Sustainable, and Lasting Projects</i>
10:50-11:20	Table Top Tradeshow, Break
11:20-11:35	Company presentation
11:35-11:50	Company presentation
11:50-12:05	Company presentation
12:05-12:20	Company presentation
12:20-12:35	Company presentation
12:30	End Seminar – Begin Lunch



About the 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 to develop creative industries and built the "Fuzhou Software Park," and the government supports the industries via finance, tax and talents. Fuzhou has attracted big companies such as Oracle and CISCO, and has cooperation with Taiwan, Japan and South Korea on cartoons and software design.

Kunming

Population: 6 million

- Capital of Yunnan province, in southwestern China
- Kunming is the political, economic, communications and cultural center of Yunnan, and is the seat of the provincial government. It is also an important trading center between the far west and central and south China.
- From 2005 to 2010, the city of Kunming plans to nearly double in size, in terms of both population (to eight million people) and area, and it hopes to be one of the trade, transport, financial and cultural centers of Southeast Asia. Kunming's transport links to Southeast Asia and elsewhere, particularly its air links, are steadily expanding, with direct routes already existing to all major Chinese cities, most major Southeast Asian cities and some major cities in Japan and South Korea.

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 has long been established as a national base for electronic and IT industry. 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 building itself to be the financial hub for Western People's Republic of China and has successfully attracted major international financial institutions, including Citigroup, HSBC, Standard Chartered Bank, ABN AMRO, and BNP Paribas.
- According to the Chengdu Statistics Bureau, total investment in fixed assets in 2006 was 189.95 billion yuan (US\$25.13 billion). Domestic investment was 72.84 billion yuan (US\$9.65 billion), an increase of 71.1 percent from 2005. The total amount of foreign direct investment reached 5.74 billion yuan (US\$0.76 billion), an increase of 36.6 percent from 2005.

