

2012 FALL BUILDING MATERIALS SALES MISSION TO CHINA

SUNDAY, OCTOBER 21— FRIDAY, OCTOBER 26, 2012
BEIJING, TIANJIN & QINGDAO

The Evergreen Building Products Association's (EBPA) US-China Build Program (USCB), with the Foreign Agricultural Service, and the Department of Commerce, is organizing its seventeenth sales mission and seminar series for US building materials suppliers, architects and designers.

EBPA sales missions have been an effective means of generating business for US companies. The combination of seminars, table top displays, meetings with pre-qualified buyers, and site visits provides introductions to valuable business contacts as well as a better understanding about the China market. These missions surpass major trade shows in terms the number of leads that have the potential to lead to sales or distributorships.



The three seminar series has consistently attracted between 300-530 attendees and resulted in over \$230 million in reported sales and numerous distributorships since 2008.

Each seminar includes an introductory presentation, followed by presentations by US company representatives about product applications, cost and performance benefits, and case studies. Presentations also include information about design techniques and services. US design firms and suppliers are featured in the seminars and table top displays

The seminars are focused on informing Chinese wholesale-distributors, manufacturers, builders, interior designers, government contacts, and architects about US design techniques and building materials—and how these techniques and materials can be utilized to improve construction performance and aesthetics. Ample time is included during two table top mini-trade shows for attendees to display product samples and meet with Chinese attendees.

AFTERNOON BREAKOUT SESSION: The mission will include an afternoon breakout session in one city (TBA) to discuss how to use US suppliers and designers for projects in China. The breakout session will provide more time for networking and information sharing.

SITE VISITS & MEETINGS: USCB China staff organize meetings for the group with wholesale-distributors and coordinate visits to construction projects that are applicable to the products represented by the majority of the US participants.

REGISTRATION/PAYMENT DEADLINE: Presentation slots are limited to the first seven companies who register and submit payment. Additional companies are welcome to participate in the mini-trade shows, meetings, and site visits.

Companies must register by August 30 to have their company information included in the direct mailer promoting the event. **Speaking slots fill quickly, so please register early.**

Hotel reservations will be made for travelers (if desired). Airfare, hotels and meals are not included in the registration fee. Interpreters for seminar presentations included. Individual interpreters at company displays are \$75-100/day. Once registrations are received, refunds cannot be made.

FOR MORE INFORMATION: Rose Braden, Evergreen Building Products Association at 503-481-5862 or email rbraden@ep.org

Spring 2012 Mission Results

- 369 Chinese attendees
- 99% of attendees rated the seminars as either good or excellent.
- 12 US company participants

We have been participating the China Mission for four years and look forward to continuing. Each session has brought our company in touch with a minimum of 20-25 quality leads and has exposed the Titebond product line to a target audience that we would have otherwise not been able to reach. The overall benefit of supporting this group has been a great benefit to our company in effectively getting our product message out to the desired target audience"

-Scott Bowen, Franklin International

The US/China Build mission was an exceptional introduction for us to the lumber markets in China. The quality of key contacts and introductions made was far beyond what I expected.

-Laurie Creech, Simpson Lumber

TRAVEL/MEETING SCHEDULE

Sun, Oct 21	- Meet in Beijing for seminar preparation
Mon., Oct 22	- Beijing seminar
Tues, Oct 23	- travel to Tianjin
Wed., Oct 24	- Tianjin seminar, followed by afternoon breakout.
Thur., Oct 25	- travel to Qingdao
Fri., Oct 25	- Qingdao seminar

PROGRAM DETAILS

DAILY SCHEDULE (TENTATIVE)*

8:30-9:00	Registration/table top trade show
9:00-9:10	Introduction & Welcome
9:10-9:50	Keynote Talk
9:50-10:05	Company presentation 1
10:05-10:20	Company presentation 2
10:20-10:35	Company presentation 3
10:35-10:50	Company presentation 4
10:50-11:30	Table Top Tradeshow, Break
11:30-11:45	Company presentation 5
11:45-12:00	Company presentation 6
12:00-12:15	Company presentation 7
12:15-12:30	Q&A Session
12:40	Begin Lunch

BACKGROUND ABOUT THE CITIES

Beijing —population: 19.6 million

- Center for many of Northern China's major distributors, architecture and design firms, and developers
- Beijing and it's surrounding suburbs are the location of many western style wood frame residential developments.

Tianjin —population: 9.8 million. Sixth largest city in China

- Port city located on the Pearl River, Tianjin is the capital of
- Tianjin's urban land area ranks fifth greatest in the China after Beijing, Shanghai, Wuhan and Guangzhou
- In 2009, per capita GDP was 62,403 yuan (US \$9,136). Disposable income increased 10.3% during the year.
- Tianjin has excellent port access to receive foreign shipments.
- USCB fall 2010 seminar attracted 110 attendees

Qingdao —population: 8.2 million

- Qingdao is a major seaport, naval base, and industrial center.
- GDP has grown steadily at an average pace of 16% annually. In 2006, Qingdao was ranked one of six "golden cities" by the World Bank, out of 120 Chinese cities assessed on factors including investment climate and government effectiveness.
- In 1984 the Chinese government named a district of Qingdao a Special Economic and Technology Development Zone (SETDZ). Along with this district, the entire city had gone through amazing development of secondary and tertiary industries. As an important trading port in the province, Qingdao flourishes with foreign investment and international trade
- USCB fall 2009 seminar attracted 107 attendees



China Market Development
Program for US Building
Materials



REGISTRATION

To register, fill out the following form and fax to:

CLAUDIA KIESZLING, FAX: (253) 396-0132

Company Name: _____

Contact person: _____

Tel/Fax/E-mail: _____

() Presentation + Mini-Trade Show Member \$1400, Non-Member \$1900

() Mini-Trade Show Only— Member \$1000, Non-Member \$1400

Registration includes two company members, each additional is \$150

SUPPORTING ORGANIZATIONS

Foreign Agricultural Service
Department of Commerce
Softwood Export Council
APA-The Engineered Wood Association
Southern Forest Products Association
Center for International Trade in Forest Products