

The Import/Export Wood Purchasing News
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Serving Forest Products Buyers Worldwide

June/July 2011

IWPA World of Wood Convention Advances Market Opportunities

By Wayne Miller

New Orleans, Louisiana—The International Wood Products Association (IWPA) 55th Convention, held here, drew more than 260 industry leaders from 25 countries. Speakers provided detailed information on legislative, regulatory and international trade compliance



Graziano Pasqualetto, Romea Legnami S.p.A., Venice, Italy; Don Thompson, Thompson Mahogany, Philadelphia, Pa.; and Alan McIlvain, Alan McIlvain Co., Marcus Hook, Pa.

issues as well as economic and market projections. A leading New Orleans architect and a special session with the American Institute of Architects New Orleans chapter solidified closer relationships between IWPA and the

Additional photos on pages 10 & 12

Continued on page 13



Jennifer Brand, Bridgewell Resources LLC, Portland, Ore.; Jonas Israel, McCorry & Co. Ltd., Malaysia; and Mary Jane and Tom Lucas, Bridgewell Resources LLC

NAWLA Vancouver Regional Explores China Market, Updates Members

By Wayne Miller

Vancouver, British Columbia—Guests and members of the North American Wholesale Lumber Association met here recently at the Vancouver Club to hear a host of guest speakers and to network among peers.



Dick Jones, Terre Jones and John Burch, The Teal-Jones Group, Surrey, B.C.

Among the guest speakers was Jim (Zhenwu) Jia, president of LJ Resources Co. Ltd, located in Vancouver. Jia spoke at length about the lumber industry in China. He noted that by 2026 China's GDP is likely to exceed the U.S.'s and that urbanization in China may lead

Additional photos on pages 12 & 14

Continued on page 13



Ted Dergousoff, Brad Flitton, Leah Jones, Russ Nixon and Nathan Tellis, Western Forest Products, Vancouver, B.C.

Dubai Strongly Features U.S. Hardwoods, Softwoods

Dubai, UAE—The Dubai Wood Show went ahead this spring as normal, despite any turbulence in the Middle East and amid a relatively optimistic atmosphere in which most wood traders claim that the worst is over and there are signs of recovery. Some players have dis-

Additional photos on page 16

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Ray Wheeland, Wheeland Lumber Co., Liberty, Pa.

Domotex/Interzum Showcase American Wood In China

By Michael Buckley

Shanghai, China—Domotex Shanghai and Interzum Guangzhou proved to be hallmark events for American hardwood and softwood producers this year. The mood among 1,500 exhibitors at Domotex was much more vibrant and energetic

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Marshow and James Hsieth, Collins Cos., Portland, Ore.; Brian Lio and Jessica Zhi, Greenwood Resources, Portland, Ore.; and Kevin Paladino, Collins Cos., discuss Pacific Albus products with guests.

Who's Who in Import/Exports



JENNIFER BRAND

Jennifer Brand is the recently promoted International Wood Products Division Manager of Bridgewell Resources. Headquartered in Tigard, Oregon, Bridgewell is a global wholesale distributor of hardwood and softwood lumber, panels, flooring and moulding/millwork of all species and grades. They serve manufacturers of cabinets, furniture, doors, windows and millwork as well as construction and remodeling industries with a variety of

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RICHARD KLEINER

Richard Kleiner is Director of International Market Development for the Southern Forest Products Association (SFPA). Founded in 1915, SFPA is one of the oldest trade associations in the country, representing Southern Pine lumber mills, treaters, laminators and exporters. After joining SFPA in 1998 as a Marketing Manager, Kleiner soon assumed greater responsibility as Director of Industrial Markets and then as Director of Treated

Continued on page 17



CHRISTOPHER STRANG

Christopher Strang is purchasing agent for Downes & Reader Hardwoods located in Stoughton, Mass. Downes & Reader offers rough lumber, imported woods, domestic hardwoods and softwoods, sheet goods and surfacing and ripping services. "We are a one-stop-shop," Strang said. "We have a large and diverse inventory." Strang has been in his current position approximately 9 months. His responsibilities include purchasing domestic and

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MICHAEL TARBELL

Michael Tarbell is Vice President of sales for Ram Forest Products Inc., located in Shinglehouse, Pennsylvania. Ram Forest Products offers Ash, Red Oak and Cherry, as well as Hard and Soft Maple in kiln-dried and green production. The company also markets veneer and three-sided logs. All products are offered domestically and internationally. Ram Forest also offers container loading. The firm specializes in 8/4 through 12/4 thicknesses.

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Obama Administration Joins Congress in Formally Recognizing Wood as Green

After months of work, the Hardwood Federation successfully achieved green recognition for wood from Congress through the passage of House and Senate resolutions (in 2009 and 2010, respectively). Those resolutions specifically acknowledged that the American Hardwood industry sustainably manages an environmentally preferable natural resource and that Hardwoods should not be discriminated against in government procurement programs. After many more months of work and negotiation with the U.S. Department of Agriculture, the Obama Administration has also agreed on the merits of wood as a green building material. The industry has long complained that wood and wood-based products are not given appropriate credit for their renewable and environmentally friendly qualities in green building design and construction. Today, USDA Secretary Tom Vilsack announced his agency is embracing wood as a green building material and will immediately begin stating a preference for wood in all agency buildings. "Wood has a vital role to play in meeting the growing demand for green building materials," Secretary Vilsack said in a statement. **Sustainable Forest Action Coalition** According to the American Forest Resource Council (AFRC), the Sustainable Forest Action Coalition (SFAC) continues to grow in support as well as issues and concerns. SFAC's mission is to connect county and

THE WASHINGTON SCENE

community organizations in the healthy sustainable management of our forest ecosystems. SFAC provides support to and represents eighteen California counties. In most of these counties, either individuals or the entire Board of Supervisors are actively involved. SFAC recently met with Region 5 Regional Forester Randy Moore and two of his Deputy Regional Foresters. As usual, SFAC coordinates these meetings with Congressional members from the areas the coalition represents. Congressmen Wally Herger (R-CA) and Tom McClintock (R-CA) along with local field representatives of Congressmen Jeff Denham (R-CA) and Dan Lungren (R-CA) attended. Issues discussed included Forest Service timber sale targets and accomplishments, county coordination on projects, providing social and economic input into NEPA documents, and providing information and education on the natural resource issues that impact our rural counties' social and economic wellbeing. SFAC members participated in the Region 5 Sierra and Cascade Dialog, which is an on-going effort to increase the number of acres treated per year to accomplish ecological restoration goals. SFAC members provide input to the U.S.'s current and foreseeable social and economic issues by stressing the need to maintain or enhance the forest products infrastructure. **Forest Planning Rulemaking** The Forest Service recently hosted a national public forum on the proposed forest-planning rule in Washington, D.C. About 100 people were in attendance, including multiple-use interests, environmental organizations, local government, youth, and tribes. Robert Bonnie, Joel Holtrop, and Mary Wagner welcomed attendees and thanked everyone for their continued interest and commitment to

"Underutilized" Hardwood Forest Resource In The U.S. Poised To Meet The Growing Global Demand For Sustainable Hardwoods

For more information on AHEC and the export promotion programs, call (202)463-2720, fax (202)463-2787, or visit the website, www.ahec.org.

By Michael Snow
Executive Director
American Hardwood Export Council
Reston, Virginia

"...there is growing concern that the U.S. hardwood forest resource is now seriously underutilized." That was the rather startling conclusion drawn by the United Nations Timber Committee in the recently published *UNECE 2010 Forest Product Markets Annual Review*. At a time when global demand for commodities is rising sharply—led in by exploding middle classes in Asia, India and Latin America— and when there is a critical need to shift the emphasis to sustainable carbon-neutral materials, it seems crazy that the world's largest and most diverse hardwood resource is currently being "underutilized." A closer look behind this phenomenon reveals some interesting trends. The latest United States Resources Planning Act (RPA) assessment published in 2010 demonstrates the remarkable fact that over the last 50 years, the inventory of hardwoods standing in U.S. forests has more than doubled as harvesting levels have remained well below the level of growth. At the same time, production of sawn hardwoods in the U.S. has declined steadily over the past decade, from a peak of just over 31 million m3 in 2000 to under 22 million m3 in 2010 according to the UN. The main factors contributing to this reduction are well-documented. Opportunities in the U.S. domestic market have been undermined by the long-term decline of the North American furniture and flooring industries as globalization has led to increased availability of less-expensive imported products. More recently, the economic crisis and collapse in new home construction, remodeling and commercial construction along with increased substitution of cheaper MDF and substitute products have put a dent in hardwood flooring, component and molding sales. Many well-meaning (if less well-informed) environmentalists may welcome declining levels of harvesting in the U.S. hardwood forest in the mistaken belief that this contributes to long-term forest preservation. If only it were so simple. A wide range of wildlife species actually benefit from active

management, particularly the small-scale harvesting that is typical in the American hardwood forest. Species like deer, bear, numerous song-birds, grouse, and turkey benefit from the feeding and low-level ground cover provided by a newly cut forest. Harvesting of mature trees also forms a critical part of management regimes designed to reduce the risks of widespread pest and fire damage. Now scientific studies are showing that the carbon storage potential of forest land can best be maximized by harvesting mature trees to supply markets for long-lasting timber products such as construction, flooring and furniture. And perhaps more to the point, in areas where population is high or rising, active management of forest resources is essential to ensure resource values are maintained and to discourage conversion to other uses such as urban development or the establishment of fast-growing monoculture plantations for the production of pulp or even bio-fuels. So, where is the silver lining in all of this? Increased export availability. Recent years have seen exports as a percentage of U.S. production climb rapidly. In fact, an estimated one-third of all graded hardwood lumber from the U.S. is now exported. Growing foreign demand is vital to the long term health of our industry AND our forests. As Asian and other global economies continue to increase their appetite for environmentally-friendly materials, the U.S. hardwood industry has the potential to ramp up production to satisfy this demand without straining our forest resource. That is certainly a "win-win" proposition for all involved.



Another concern that was raised several times was the expense involved with implementing the proposed rule. AFRC staff is working with the Federal Forests. **Aune Retires/Williamson Comes On Board** Phil Aune, AFRC's Northeast Washington forestry consultant, retired. This is Aune's third retirement, following his career with the Forest Service and work with the California Forestry Association. Maurice Williamson, who has operated Williamson Consulting out of its Colville office for over 30 years, will become a consultant to AFRC to cover Aune's duties.

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PricewaterhouseCoopers Reports First Signs of Recovery

Vancouver, British Columbia—The Vancouver Sun recently reported that the global forest and paper industry is showing recovery signs, according to a report by PricewaterhouseCoopers (PwC). It also reported that Canadian forest product exports to the U.S. have declined by 50 percent since 2005 and other obstacles for local forest companies remain. PwC released indicators in a report entitled *Growing the Future* at its annual Global Forest and Paper Industry Conference here. PwC noted that the top 100 public companies' aggregate Return on Capital Employed (ROCE)—a key indicator of a sector's financial health — increased in 2010 although levels varied regionally. Global ROCE has been improving steadily to an estimated 4.8 percent in 2010, up

from 3.2 percent in 2009 from 2.4 percent in 2008, while Canada's ROCE increased from -3 percent in 2009 to 3.8 percent in 2010. The U.S. and merging economies, the Sun reported, including China, have the highest ROCE (5.8 percent and 5.2 percent respectively), PwC said. PwC noted that North America experienced a strong revival in the number of merger and acquisition deals after a virtual collapse in 2009. Meanwhile, according to The Sun, PwC said the possibility to convert wood fiber for new purposes, including heat and power, biofuels and chemicals, is going to expand over the next decade.

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Not Just Imported Wood... International Wood

By Brent J. McClendon, CAE
Executive Vice President
International Wood Products Association
www.iwpawood.org



housing market has depressed the U.S. market for many species. Luckily, the growing middle class in China, India and Middle East is filling that gap.

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IWPA held a very successful convention in April. It was well attended by our U.S.-based voting members as well as several overseas supplier delegations. Even though we are the "International" Wood Products Association, I am always amazed by our diverse membership. Walking the halls of the convention I heard Spanish, Portuguese, French, Chinese, Indonesian, Malay, German, Italian, and an interesting dialect of English spoken by our British friends.

The diversity of languages mirrors the supply chain of wood products across the globe. Many countries, just like the U.S., can be classified as consuming, producing and processing countries. The model of "out and in" does not hold true in most cases. Wood or fiber exported from the U.S. may stay in a foreign country. Or, it can make several stops in foreign processing countries before it comes back to U.S. distributors who place products in retail flooring, furniture or gift card stores.






It is well known that IWPA members handle both domestic wood and imported wood products. This reflects the fact that imported wood fills unique application niches which do not directly compete with domestic species.


What is not as well known is that the U.S. companies that support IWPA also export as well as import. This was quite evident during our convention as companies were just as aggressively looking for export opportunities while they networked with overseas delegations.

IWPA has a long and close partnership with overseas trade associations whose members manufacture the goods our members import. However, these same associations represent industries that are large consumers of U.S. wood products. Watching business discussions during our convention showed the immense value in companies being able to talk import and export at the same time.

To advance these import/export opportunities, IWPA recently joined the American Hardwood Export Council (AHEC). AHEC provides the global hardwood industry – importers, specifiers and end-users – with promotional assistance, technical information and sources of supply for American hardwoods from its offices located in Europe, Mexico, Japan, Hong Kong and Shanghai to serve the needs of the global community.

It is known from trade statistics that the one bright spot for domestic U.S. producers is their growing export market. A weak U.S. dollar hurts imports, but helps exports. The recession and its lingering effects on the





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Danube Group–A Middle East Leader In Offering American Wood

By Michael Buckley



2-inch FAS American Ash arrives at Danube in the Middle East.



American Black Walnut and Red and White Oak comprise the bulk of American Hardwoods purchased by this Middle Eastern company.




750,000 square feet of covered and open warehouse space at Danube is more than half filled at any given time with hardwoods and softwoods. Hardwoods from the U.S. in several thicknesses are stored here.



Softwood from Canfor is among many wood species exported to Danube.

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Jabel Ali, Danube—Tejesh Shah is a man inspired, working often 12 hours a day, traveling one week in two as Export Sales Manager for Danube Group – widely recognized as a leading building materials company in the Middle East – inspired by his boss, Rizwan Sajan. It seems that most people in construction know “Rizwan” for his drive and vision. As Chairman of the Group, Indian-born Rizwan has built up Danube from its humble beginnings in 18 short years, with the help of his brother Anis, now managing director, to one aiming for USD1billion by 2015; and he believes it's right on track.



Rizwan Sajan, chairman of Danube Group, adheres closely to a vision of solid growth for his firm as the Middle Eastern market continues to increase.

Wood-based products represent a little over half the Group's turnover of building products that range from steel sheet, through ceramic products to hardware for the construction industry. With 1,250 employees deployed in 25 locations in Middle East and India alone, plus two manufacturing plants and three offices in China and a buying office in Canada, Danube is a key player throughout the region. Distribution is spread from India to North Africa and beyond.

A visit to the three main wood yards in Jabel Ali reveals a vast stock of softwood and hardwood lumber, plywood and MDF spread over 750,000 sq. ft. of open and covered space. The company is expanding this on several fronts and currently building new office facilities. Hardwoods from the USA, mainly **Red and White Oak, Walnut and Ash** are stocked in several thicknesses, along with a number of African species and some **European Beech. Radiata Pine** from Chile and softwoods from Canada are major items for the construction industry, and the company also buys lumber from Austria, Romania and Russia. Standard grade plywood from Malaysia and Indonesia are two staples with supplies of

Continued on page 20

Despite Danube mainly importing kiln dried lumber, the region has a tradition in buying some shipping dry material, which may then later require drying on site. For that reason alone the company has installed oil-fired kiln dryers with a capacity of 400-450 cubic meters for custom drying.



NEFF LUMBER—Manufacturing Quality Appalachian Hardwoods

By Gary Miller



Several family members work at Neff Lumber Mills, Inc., including: Eric Hoover; Katie Hoover; Mike Hoover; Marijo Wood; Chris Hoover; and, Matt Hoover.



Danny Sherman grading the kiln dried lumber.



This is a view of Neff's computer operated linear positioner Corley carriage and McDonough six-foot band saw.

Broadway, Va.—From their six-foot band mill operation Neff Lumber Mills Inc., based here, manufactures green and kiln-dried Appalachian hardwood lumber, heat-treated pallets, skids, survey stakes, fence boards, chips, mulch, sawdust and strips.

Neff Lumber markets to a multitude of customers including different types of woodworking plants, Hardwood distribution/concentration lumberyards and exporters. Marijo Wood, sales manager for Neff Lumber Inc. said, "Our firm exports our lumber products to countries such as Denmark, Germany and England and China where it's used for making hardwood flooring, cabinets, window trim, and door frames."

Founded in 1928 by Newton A. Neff and Blair A. Neff, the company is family-owned and operated and produces approximately 5 million board feet of Appalachian hardwood lumber per year. Species offered by Neff Lumber include: **Red and White Oak, Ash, Poplar, Cherry** and steamed **Black Walnut**.

In order to satisfy its broad customer base, Neff Lumber uses state-of-the-art sawmill equipment. Located in the Shenandoah Valley of Virginia, the 20-acre mill site includes SII dehumidification dry kilns; a computer operated linear positioner Corley carriage; a Fulghum debarker; a McDonough band saw; and a six-foot stacker. Rolling equipment includes Caterpillar forklifts.

The company's Appalachian hardwood lumber is manufactured in thicknesses of 4/4 through 16/4. Neff mostly produces high grade hardwoods and separates production according to customers' specifications for width and length.

All of Neff's lumber products are graded to National Hardwood Lumber Association (NHLA) standards. Log Procurement Manager Mike Hoover said, "All of our kiln-dried lumber products are graded twice before they are prepared for shipment, once at the mill and again after kiln drying." The firm's dry kiln capacity is 180,000 board foot per charge utilizing three dry kilns.

Hoover continued, "Our Pendu gang saw has multiple uses. The industrial grade lumber goes into our Pendu system, which is used to cut up the lumber for pallets and stakes. The Pendu system is also used for ripping the lumber into strips in four through eight inch widths, which are made in six to 12 foot lengths."

"Our wood pallets are heat treated for export at 133 degrees," Wood added. "A hole is drilled in a piece of the material and we put a probe in to measure the temperature. When the temperature in our pallets reaches 133 degrees and stays at that temperature for about an hour, our pallets are ready for shipping to our various customers."

With approximately 42 employees, the company's band mill operates about 44 hours per week, while the firm's pallet operation works about 40 hours a week. Including Marijo Wood and Mike Hoover, key people at Neff include: Eric Hoover who oversees pallet and cut-up operations, and Chris Hoover, production manager. Fifth generation family members include Matt Hoover, who is the assistant procurement manager and Katie Hoover, who is safety manager and oversees the export shipments. Other employees who are important to the operations of the company include: Danny Sherman, lumber grader and Luther Arbaugh who is the saw filer and both have been with the company for over 30 years. Adam Cromer is also a grader and organizes some of the lumber shipments; Jeremy Rhodes is the head sawyer; and Tony Holloway is a relief sawyer.

Bonnie Neff Hoover was president and CEO of the operation started by her father and grandfather until she passed away in 2005. A personal customer satisfaction guarantee remains on the company website today. Where Bonnie says, "During my tenure, I've been privileged to be part of many new and innovative approaches to the manufacture of lumber. Neff has kept up with these changes, but one thing has




Neff Lumber Mills, Inc.'s large log yard has these main species of logs in inventory: Red and White Oak; Ash; Poplar; Cherry; and, Walnut.



The Caterpillar forklift operator is pushing the bundles of lumber into a container that will be shipped to one of Neff Lumber Mills, Inc.'s overseas customers.



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Continued on page 20

NHLA Welcomes Members At IWPA

By Wayne Miller



Tom Walthousen, National Hardwood Lumber Association, Memphis, Tenn.; Scott Hilman and Roy Polatchek, Liberty Woods International Inc., Carlsbad, Calif.; and Pat Bennett, American Pacific Plywood Inc., Solvang, Calif.



Eugenio Colao, Andrighetti Legnami S.p.A., Veneto, Italy; Chris Chalkley, Timber Products Co., Springfield, Ore.; Karl Brown, Weston Premium Woods, Brampton, Ont.; and Chris Connelly, Wood Brokerage International, Lake Oswego, Ore.



Reggie Hubbard, Darlington Veneer Co., Darlington, S.C.; Alan Hubbard, Veneer Technologies Inc., Newport, N.C.; and Chris Paras, current president of IWPA, Argo Fine Imports, Virginia Beach, Va.



Goh Chee Yew, Bakti Malaysia Sdn Bhd, Malaysia; David Cheng, Pio Hardwoods Sdn Bhd, Kuala Lumpur, Malaysia; Raihan Rahman, Malaysian Timber Council, Kuala Lumpur, Malaysia; Chew Lye Teng, Malaysian Timber Certification Council, Kuala Lumpur, Malaysia; Tham Sing Khaw, Malaysian Timber Council; and Leonard Krause, Compliance Specialists, Eugene, Ore.



Carlos Segura-Behr, Fr. Meyer's Sohn North America, Sao Paulo, Brazil; Romel Bezerra, Etof Hansson USA, Pembroke Pines, Fla.; and Carlos Garcia, Fr. Meyer's North America, Newport Beach, Calif.



Christian Mengel, VM International, Greensboro, N.C.; Guy Goodwin, NHG Timber Ltd., Surrey, England; and Will Thompson, Timberwolf Tropical Hardwoods, Easton, Md.

New Orleans, Louisiana—National Hardwood Lumber Association members and their guests enjoyed a cocktail reception recently in conjunction with the International Wood Product Association's (IWPA) 55th Annual Convention, held here at the Loew's Hotel.

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Jim Summerlin, Robinson Lumber Co., Buellton, Calif.; and Garner Robinson, Robinson Lumber Co., New Orleans, La.



Judd Johnson, Hardwood Market Report, Memphis, Tenn.; and Norm Murray, U-C Coatings Corp., Buffalo, N.Y.



James McGuffin, Shamrock Trading, Portland, Ore.; and Tim Dunn, Specified Components Co., Gurnee, Ill.

Alan McIlvain, Alan McIlvain Co., Marcus Hook, Pa.; and Craig Forester, Rex Lumber Co., Acton, Mass.



Additional photo on page 21

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American Hardwoods Win Awards, Gain Favor

By Michael Buckley



A key species in Southeast Asia—American White Oak—is modeled into a desk by Podium.



American Ash was prominent this spring on the Southeast Asia Furniture Circuit, such as this suite for hotels by Indovickers.



American Pecan is showcased in a sideboard by CJI at MIFF.



Nathan Yong exhibited this new design in American White Oak at a recent SE Asia show.



At IFFS, KODA displayed this product in American Black Walnut.

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"...what a positive and successful experience...establishing our Ad campaign in your Import/Export Wood Purchasing News...the inquiries and feedback have truly surpassed our expectations!..."



Mr. Terry Miller
Vice President
International Wood Trade Publications, Inc.
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Dear Terry,
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New business as a result of advertising was our goal and we have certainly achieved that!"

We look forward to continuing our advertising campaign with you...."

Best personal regards,

John Hawkinson
President
Hawkeye Forest Products, Inc.
Boise, ID/Trempealeau, WI



The Hawkinson Family: (from left) Marcus, John, Jennifer Geiger, Marcus John and Kathy.

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Southeast Asia—This spring, eight different furniture shows in Southeast Asia attracted U.S. wood producers.

At the Malaysian International Furniture Fair (MIFF) in Kuala Lumpur the mood was optimistic, but the evidence of a recovery in Malaysia's furniture export markets was thin. YB Senator Tan Sri Dr Koh Tsu Koon, Minister in the Prime Minister's Office, opened the show with the proposal that Malaysia should aim to become eighth largest furniture exporter in the world from its current alternating position as ninth or tenth. "From a value of RM370 million (US\$122 million) in 1995 it had grown by a factor of 20 to RM7.62 billion (US\$2.5 billion)" he said.

MIFF opened quietly amid concerns as to whether the usual numbers of international visitors would arrive from a politically troubled Middle East. Australian buyers were well in evidence throughout the show although the European contingent seemed thin. Large numbers of visitors from the Indian sub-continent were looking for everything from raw materials to finished furniture. Many Rubberwood producers displayed their collections which, because so much furniture is now dark stained, is now more difficult to identify as such. Some have also introduced hardwood veneer in imported species, particularly **Oak, Walnut, Ash** and even **Cherry** to upgrade and increase value on plantation wood frames and MDF substrates. The show, which included an exhibit by AHEC, underlined the extent to which Malaysia is now importing raw material to supplement Rubberwood from its local plantation resources, which are under the pressure of a reducing supply and increasing price pressure for a number of reasons.

The Export Furniture Exhibition 2011 (EFE), also in Malaysia, is now in its seventh year, organized by the Malaysia Furniture Entrepreneur Association (MFEA). It was opened by Deputy Plantation Minister Datuk Hamzah Zainuddin, who suggested that the government's target for furniture exports is RM16 billion by 2020 and urged Malaysian companies to explore new markets and improve products and design.

Many displays at EFE were thoughtful and enticing; products were generally well arranged and there was a feeling of innovation and design in the air. While many producers still rely extensively on Rubberwood, significant numbers are experimenting with different wood species, and design statements were everywhere. Exhibitors said they could not cope with the rush on the opening day with visitors from afar afield as South Africa, Morocco and Australia.

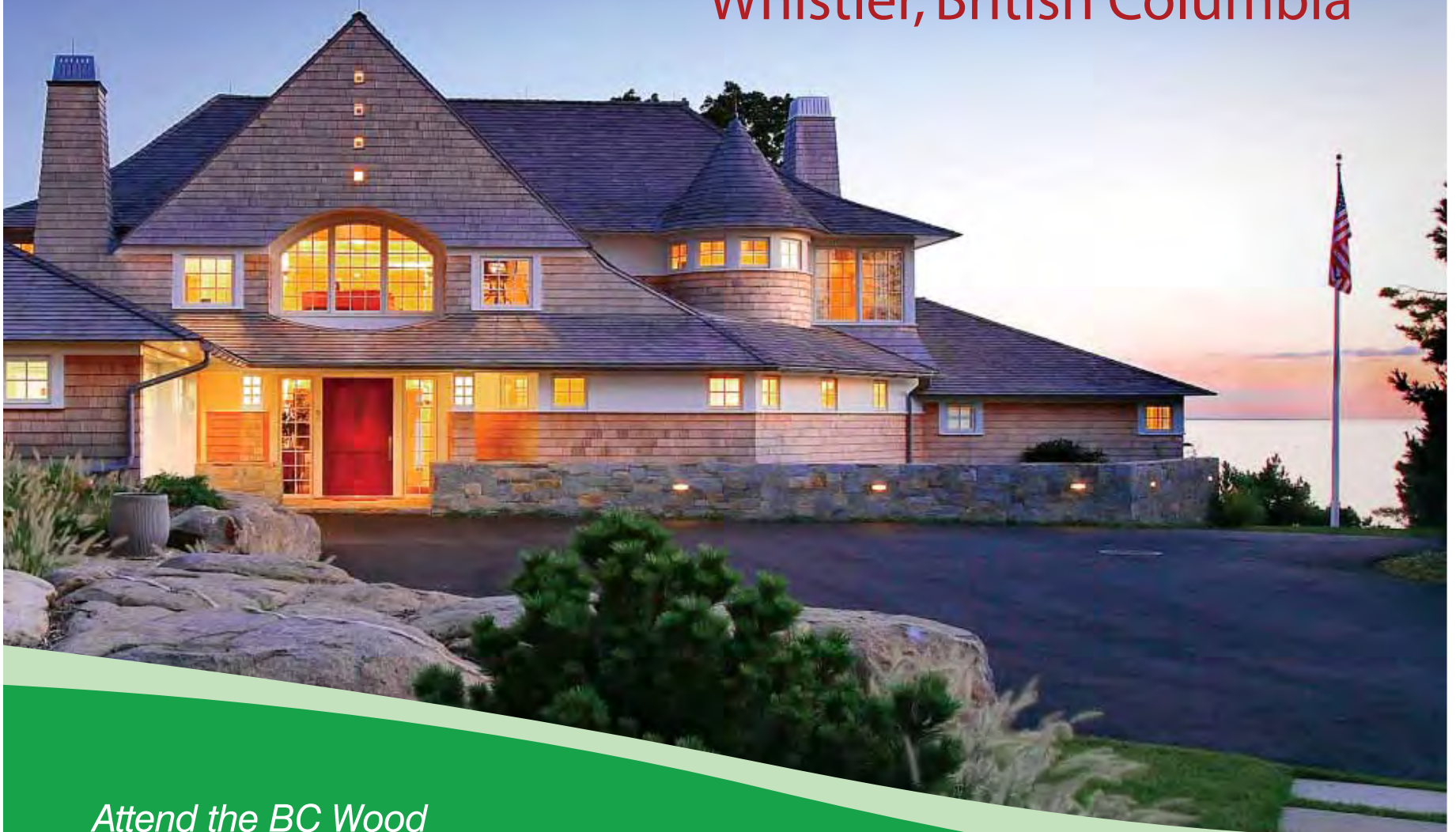
Taking the two Malaysian shows together, it is clear Malaysia has an uphill struggle if it is to meet the target of RM16 billion (US\$5.28 billion) — a doubling in the next 9 years.

The International Furniture Fair, Singapore (IFFS) opened quietly with design the center of focus at every turn. The Minister for Trade and Industry &

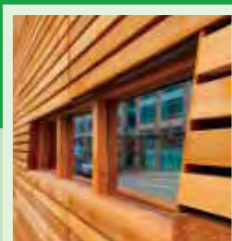
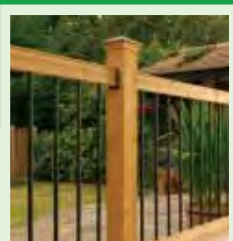
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TOP PHOTO: Olson Photographic, LLC.

IWPA PHOTOS - Continued from page 1



Chris Strang, Downes & Reader Hardwood Co. Inc., Stoughton, Mass.; and Larry Blakaitis, Rex Lumber Co., Englishtown, N.J.



William von der Goltz, Downes & Reader Hardwood Co. Inc., Stoughton, Mass.; Tom Wilson, International Specialties Inc., Collierville, Tenn.; and Christian Mengel, VM International, Greensboro, N.C.



Gary Swaner, Swaner Hardwood Co., Burbank, Calif.; Charlie Craig, AHC Craig Imports, Huntersville, N.C.; George Swaner, Swaner Hardwood Co.; and Tom Herga, Olam International Ltd., Wilmington, N.C.



Paul Gates, Tradelink Wood Products Inc., Greensboro, N.C.; Zahid Abbas, WoodBois International, Abidjan, Ivory Coast; and Christian Mengel, VM International, Greensboro, N.C.



Don McMaster, Penny Paras and Julie Paras, Argo Fine Imports Inc., Metairie, La.; and Patricia and Kur Antono, International Wood Products Inc., Apex, N.C.



Libor Cech and Will Thompson, Timberwolf Tropical Hardwoods, Easton, Md.



Jesper and Mette Bach, Baillie Lumber Co., Hamburg, N.Y.; Larry Blakaitis, Rex Lumber Co., Englishtown, N.J.; and Brett Ellis, Sabra International, Miami Beach, Fla.



Teresa and Tom Wilson, International Specialties Inc., Collierville, Tenn.; Brent McClendon, IWPA, Alexandria, Va.; and Joe Bonney, The Journal of Commerce, Newark, N.J.



Paul Gates, Tradelink Wood Products Inc., Greensboro, N.C.; and Gregg Wilkinson, Bridgewell Resources LLC, Tigard, Ore.



Dave Chodzko, Intersure Insurance Brokers Ltd., Sechelt, B.C.; JoAnn Gillebaard Keller, Holland Southwest International, Houston, Texas; Cindy Bergin, Newman Lumber Co., Gulfport, Miss.; and (standing) Mike Bartz and Robert Gillebaard, Holland Southwest International



Patrick Hennebicque, Bradford Forest Inc., Bradford, Pa.; Zahid Abbas, WoodBois International, Abidjan, Ivory Coast; and Pascal Chomont, Interholco AG, Baar, Switzerland



Lenny Shibley, Inter-Continental Hardwoods Inc., Currie, N.C.; Chris Strang, Downes & Reader Hardwood Co. Inc., Stoughton, Mass.; and Hugh Reitz, PRS Guitars Ltd., Stevensville, Md.



Ian Duffy, International Shipholding Corp., New York, N.Y.; and T. Lee Robinson Jr., OHC Inc., Mobile, Ala.



Tom Walthousen, NHLA, Memphis, Tenn.; and Keith Swaner, Swaner Hardwood Co., Burbank, Calif.



Lenny and Beth Shibley, Inter-Continental Hardwoods Inc., Currie, N.C.; and Jessica Zheng and Scott Beggs, American Pacific Inc., Holly Springs, Miss.



Libor Cech, Jim Wolf, Sam Strong and Will Thompson, Timberwolf Tropical Hardwoods, Easton, Md.



Doug Rogers, Canusa Wood Products Ltd., Vancouver, B.C.; Jim Summerlin, Robinson Lumber Co., Buellton, Calif.; and Ivens Robinson, Robinson Lumber Co., New Orleans, La.



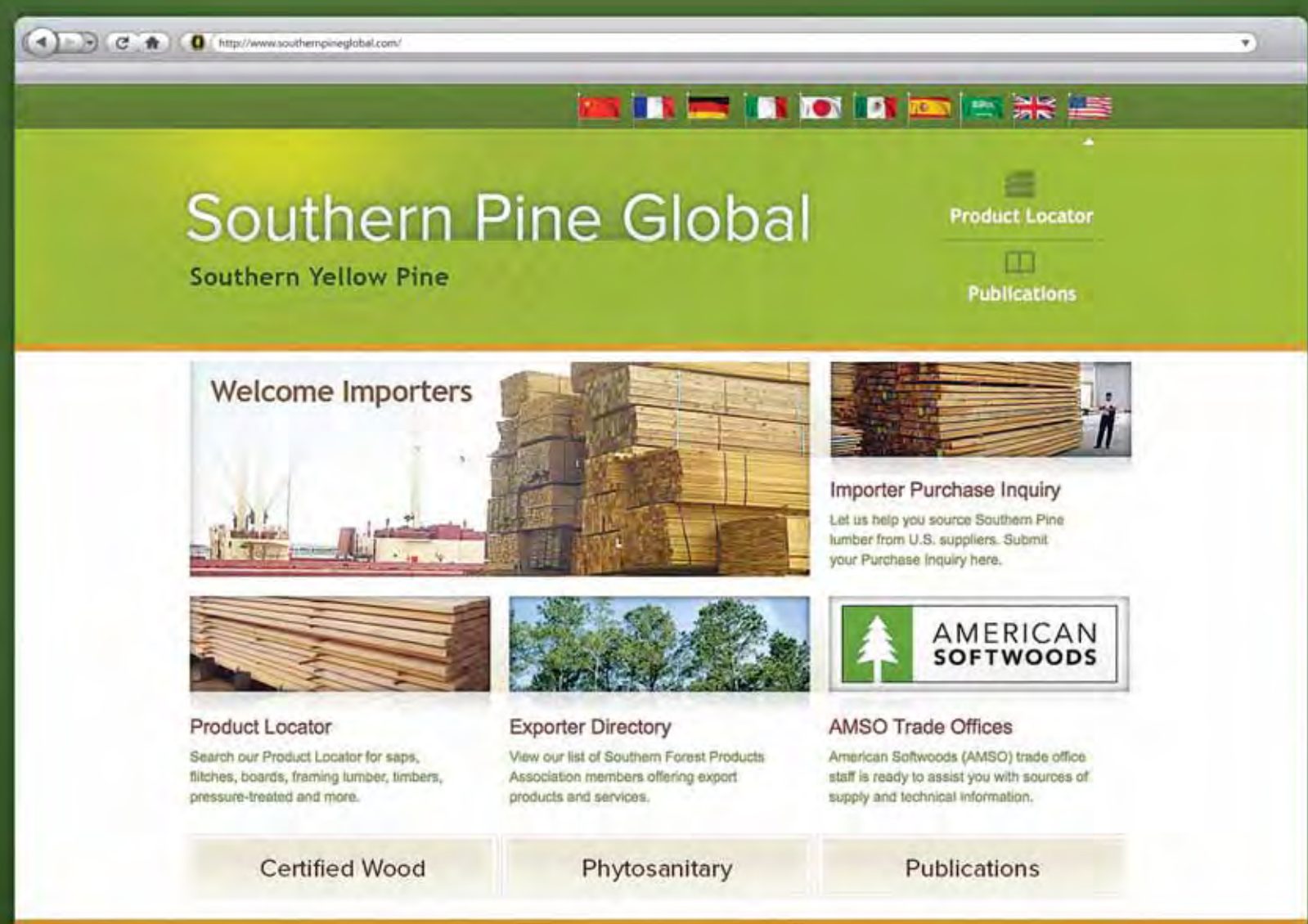
John Pauwels, Robert Weed Plywood Corp., Bristol, Ind.; Greg Simon, Far East American Inc., Los Angeles, Calif.; and Sarah Pauwels and David Weed, Robert Weed Plywood Corp.



JoAnn Forester and Craig Forester, Rex Lumber Co., Acton, Mass.; Teresa and Judd Johnson, Hardwood Market Report Memphis, Tenn.; Beth Shibley, Inter-Continental Hardwoods Inc., Currie, N.C.; and Nilcea Bursche, DLH Nordisk Inc., Greensboro, N.C.

Additional photos on page 12

Welcome to the New Southern Pine Global Website



Meet our Southern Yellow Pine Exporters ▾

Almond Brothers Lumber Co.
almondlumber.com

Anthony Forest Products Co.
anthonyforest.com

Atlas Trading International
atlatradinginternational.com

Aveesa & Ezyan Ali Enterprises , Inc.
uslogsandlumber.com

BCH Trading Company
bch-trading.com

Blue Water Lumber
bluewaterlumber.com

Bridgewell Resources, LLC
bridgewellres.com

Cox Industries, Inc.
coxwood.com

Durable Wood Products USA, Inc.
durablewoods.com

East Coast Lumber
eastcoastonline.com

Elder Wood Preserving Company, Inc.
elderwoodpreserving.com

Elof Hansson, Inc.
elofhansson.com

Fortress Wood Products
fortresswood.com

FTI America
ftiamerica.com

Georgia-Pacific LLC
gapac.com

Gulf South Forest Products, Inc.
lumberexport.com

Klausner Trading USA, Inc.
klausner-group.com

Klumb Lumber Company
klumblumber.com

KM China Properties Limited
kmlumber@yahoo.com

Lampe & Malphrus Lumber Co., Inc.
jeffsales@mindspring.com

Mauvila Timber, LLC
KeyPortWarehousing.com

McShan Lumber Company, Inc.
mcshanlumber.com

Ontario Project Management, Ltd.
opm.ltd@sympatico.ca

Patrick Lumber Company
patlbr.com

Potomac Supply Corporation
potomacsupply.com

Putnam Lumber & Export Company
putnamlumber.com

Richmond International Forest Products
rifp.com

Robinson Lumber Company
roblumco.com

Shamrock Trading
shamrockbm.com

Tampa International Forest Products
tifp.com

Texas Forest Products
texasforestproducts.com

Thomasson Company
thomassonlumber.com

Tradewinds International, Inc.
tradewindsintl.com

Tumac Lumber Company
tumac.com

UCM Timber PLC
ucmtimber.com

Vanport International
vanport-intl.com

Westervelt Lumber
westerveltlumber.com

West Fraser, Inc.
westfraser.com



SouthernPineGlobal.com

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IWPA PHOTOS - Continued from page 10



Jim Howard, Atlanta Hardwood Corp., Mableton, Ga.; Mike Gutchess, Mix Timber Inc., Naples, Fla.; and Ivens Robinson, Robinson Lumber Co., New Orleans, La.



Geoff Dodd, Interholco AG, Collierville, Tenn.; Rob Gross, Gross Veneer Sales Inc., High Point, N.C.; Anthony Lynchesky, Veneer Technologies Inc., Newport, N.C.; and Wayne Miller, Import/Export Wood Purchasing News, Memphis, Tenn.



John Vick, Bozovich Timber Products Inc., Evergreen, Ala.; Rob Gross, Gross Veneer Sales Inc., High Point, N.C.; and Romel Bezerra, Elof Hansson USA Inc., Pembroke Pines, Fla.



Paul Gosnell, Patriot Timber Products International Inc., Greensboro, N.C.; and Kevin Castagnola, South Jersey Port Corp., Camden, N.J.



Patrick Hennebicque, Bradford Forest Inc., Bradford, Pa.; and Norm Murray, U-C Coatings Corp., Buffalo, N.Y.



Nana Dwomoh Sarpong, Ghana Forestry Commission, Sustex Co., Ltd., Kumasi, Ghana; Alhassan Attah, Ghana Forestry Commission, Takoradi, Ghana; Richard Nsenkyire, Ghana Forestry Commission, Samartex Co., Takoradi, Ghana; and Alexander Botchway, Ghana Forestry Commission, London, United Kingdom



Paul Gates, Tradelink Wood Products Inc., Greensboro, N.C.; Keister Evans, Forest Carbon Offsets LLC, Alexandria, Va.; and Stewart Sexton, DLH Nordisk Inc., Greensboro, N.C.

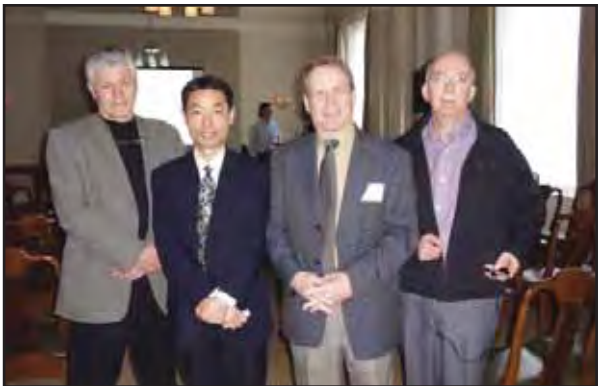


Brian Adams and Travis Snapp, PSI Inc., Eugene, Ore.; Alan Hubbard, Veneer Technologies Inc., Newport, N.C.; and John Andl, TradeLeaf LLC, New York, N.Y.



Raphael Tolmos and Gianina Vick, Bozovich Timber Products Inc., Evergreen, Ala.; and Lenny Shibley, Inter-Continental Hardwoods Inc., Currie, N.C.

NAWLA PHOTOS - Continued from page 1



Oscar Faoro, Canadian Wood Council, Kelowna, B.C.; Jim Jia, LJ Resources Co., Vancouver, B.C.; Dalton Lewis, AFA Forest Products Inc., Richmond, B.C.; and Tom Davis, Taiga Building Products, Burnaby, B.C.



Kip Fotheringham and Julie Jones, Welco Lumber Corp., Vancouver, B.C.; and Bart Bender, Ainsworth Engineered, Vancouver, B.C.



Ryan Lepp, Welco Lumber Corp., Vancouver, B.C.; Daryl Swetlishoff, Raymond James, Vancouver, B.C.; Mike Jones, Welco Lumber Corp.; and David Elstone, Equity Research Associates, Gibsons, B.C.



Matt Tobin, West Fraser Mills Ltd., Quesnel, B.C.; and Chris Johal and Nathan Tellis, I Wood Lumber Products, Vancouver, B.C.



Chris Young and Les Timar, Woodtone, Chilliwack, B.C.; and Tony Darling, Skana Forest Products Ltd., Richmond, B.C.



Tom Jones, The Teal-Jones Group, Surrey, B.C.; and Tom Pallan, Pallan Timber Co., Campbell River, B.C.

IWPA -

Continued from page 1

Architectural and Design community. International delegations further expanded upon this relationship by offering captivating presentations on the extensive initiatives their countries have undertaken to provide importers and users assurances of legality and sustainability of their forest products exports.

Chris Paras, IWPA President said, "IWPA has always provided strong educational programming and this year was no different. What was different was the enthusiasm from the attendees for what 2011-2012 will bring. I believe that enthusiasm is partially connected to the fact they attended the convention. The amount of networking that occurs at the event leads directly to new business relationships."

Paras continued, "When you see the range of issues in front of the importing community, you clearly appreciate the value in a strong trade association. The International Trade Commission investigation on flooring imports from China and EPA's regulation of formaldehyde in composite wood products are crucial issues, and so is GSP renewal and the Lacey Act. Any company that thinks they can stay on top of all these issues without the services of IWPA is kidding themselves."

Among guest speakers at IWPA was Gary LaGrange, president and CEO of Port of New Orleans, who stated that the port was back in operation just two weeks after Hurricane Katrina occurred. He said 475 million tons of cargo flowed in and out of New Orleans last year, making it "the busiest port in the world."

On the economic front, New York Times' weekly columnist Gene Marks spoke about "Politics, the Economy and the International Wood Products Industry."

He cited some trends to be aware of in order to be successful in business. The first is economic growth. "We are out of the recession," he explained, "due to the GDP level with a 2 to 3 percent growth rate. Retail sales continue to increase, but construction spending is still down."

He also advised closely watching the U.S. budget proposals and policies in general, and noted the growing world inflation on commodities "are going through the roof. The money supply pressure is on right now and the big threat of inflation is looming."

He also recommended several index indicators to monitor regularly. They are: the Baltic Dry Index, the Consumer Confidence Index and Expedia Index.

Paras as Immediate Past-President handed the gavel to Alan McIlvain, President/CEO of Alan McIlvain Company, who is IWPA's newly elected president. Joining McIlvain on IWPA's executive committee are Vice President Warren Spitz, UCS Global; Treasurer Cindy Bergin, Newman Lumber Company; and two board representatives, David Weed, Robert Weed Plywood and Chris Connelly, Wood Brokerage International.

World of Wood 2012, IWPA's 56th Annual Convention, will be held March 28-30, 2012 at the Miramonte Hotel in Indian Wells, California.

The International Wood Products Association represents more than 200 companies and trade organizations engaged in the responsible import of hardwoods and softwoods from across the globe. For more information about the International Wood Products Association, please visit IWPAwood.org.

NAWLA -

Continued from page 1

to US\$3.7 trillion in infrastructure spending by 2020. This will impact the lumber industry over time and for a long time.

China's log deficit through 2015 is forecast to be significant. Jia noted that the shortages will be especially noticeable in denser, stronger Northern fibers, such as domestic Pine strips for subfloors' mounting strips.

He added that China prefers softwoods coming from Russia and the United States due to the fiber's denseness and strength. Jia predicted that wooden frame housing construction will grow quickly in China and it will be comprised of hybrid construction in housing – a combination of wood and concrete.

Jia said that in China the majority of dimension 2x6 and wider is remanufactured into strips. He noted there are eight

trends to watch in China:

- A definite cooling in residential real estate in the top tier cities of Shanghai and Beijing with luxury residential impacted the hardest;
- The first tier city commercial sector is less affected by cooling measures;
- The Central Chinese government is promoting affordable housing policy. There are 36 million apartment units planned by 2015, plus renovations. 10 million are to be built this year, financed by government and companies that will contribute US\$198 billion. In subsidized housing, the midterm plan is to have 20 percent of the housing supply deemed affordable.
- Canadian lumber will likely gain market share in the 2nd tier cities;
- Seller consolidation. Canadian SPF majors have consolidated their China customer base to a concentrated program club, therefore, there is less spot No. 3 Economy grade wood available on the market.

Other presenters at this meeting included Daryl Swetlishoff, CFA, Raymond James Co., who spoke about the Mountain Pine Beetle and trees killed by the insect's infestation. He said many firms are cutting up to 70 percent of their trees which have been killed by the Beetle, and 70 percent of Pine in the interior of British Columbia are dead. He said mills will continue to react to this by being forced to close.

Swetlishoff added that there is huge demand right now from China for lumber, which will help rebuild the industry. But he noted that shipments to the U.S. from Canada over the last year have been lower. However, B.C. lumber stocks have rallied

as much as 10 to 20 percent due to the Japanese earthquake.

Gary Vitale, president of NAWLA, opened the one-day regional meeting with welcoming remarks. He noted there are currently 485 NAWLA members.

For more information about NAWLA, go online to www.nawla.org.

DUBAI -

Continued from page 1

appeared and certainly the wood machinery sector is still hurting, which was reflected in the lower number of exhibitors than had been hoped for by the organizers – Strategic Marketing & Exhibitions. But there was no shortage of hardwood and softwood material on offer with American material at the heart of the show.

The show was opened by His Excellency Dr. Rashed Bin Fahad, Minister of the Environment and Water, United Arab Emirates, who toured it extensively and met many exhibitors in both the wood material and woodworking machinery halls, including visiting the American Softwood Export Council. This three-day event was a small but highly focused wood industry show with mainly Gulf exhibitors and visitors; although there were some substantial international groups of exhibitors from China, France, Germany, USA and visitor delegations from regional markets, such as Pakistan.


The French pavilion was modest in size compared to the American hardwood pavilion hosted by the American Hardwood Export Council (AHEC), which housed 16 companies and was split over several areas in the central hall. AHEC's Executive Director Mike Snow was on hand as part of his tour of Asian and Middle East markets supporting regional AHEC Director Rod Wiles.

The AHEC exhibit included hardwood boards for grading demonstrations by NHLA's International Consultant, Bob Sabistina, who was on hand to demonstrate the NHLA Rules. Hardwoods were also on offer from Canada, Germany, Malaysia, Romania and several African countries including African groups from Gabon offering many tropical species and from Zaire focusing on species such as Wenge. Imported hardwoods from many sources were exhibited by local stockists and traders, notably Al Nibras (one of the "Platinum Exhibitors"), Gulf Timber and United Agencies. Visvaja Trading LLC from India offered tropical hardwood products, notably Burmese Teak and Iroko (a.k.a. African Teak), and temperate species, notably American from logs sawn at its facilities in southern India. The Middle East has seen a considerable diversification of imported hardwoods in recent years from traditional suppliers such as Malaysia – still important – to exporters from all over the world and more recently the USA.


American exhibitors under the AHEC umbrella included American Hardwood Industries offering logs, lumber and flooring; American Lumber Co. promoting

Continued on page 15

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NAWLA PHOTOS - Continued from page 12



Greg Smith, Gilbert Smith Forest Products, Barriere, B.C.; and Ryan and Carlos Furtado, Sawarne Lumber Co. Ltd., Richmond, B.C.



Dave Newstead and Steve Doman, Euler Hermes Canada, Vancouver, B.C.; and Chris Beveridge, Skana Forest Products Ltd., Richmond, B.C.



Greg Smith, Gilbert Smith Forest Products Ltd., Barriere, B.C.; Bob Smith, Clearwood Manufacturing, Maple Ridge, B.C.; and John Gillis, Taiga Building Products, Burnaby, B.C.



Archie Rafter, Andersen Pacific Forest Products, Maple Ridge, B.C.; and Rauvi Pallan, Pallan Timber Products, Campbell River, B.C.



Tom Jones, The Teal-Jones Group, Surrey, B.C.; Russ Taylor, International Wood Markets Group, Vancouver, B.C.; and Wayne Miller, The Import/Export Wood Purchasing News, Memphis, Tenn.



Reg Foot, Carrier Lumber, Prince George, B.C.; Yuri Lewis, Conifex Timber Inc., Vancouver, B.C.; Diane Hackman, Norman G. Jensen Inc., Blaine, Wash.; and Steve Parkinson, South Beach Trading, Coquitlam, B.C.



Jesse Wilson, South Beach Trading, Coquitlam, B.C.; and Kent Beveridge and Roger Lambert, Skana Forest Products Ltd., Richmond, B.C.



Carlos Furtado, Sawarne Lumber Co. Ltd., Richmond, B.C.; NAWLA hostess; and Archie Rafter, Andersen Pacific Forest Products, Maple Ridge, B.C.



Will Barber, IFP Canada Corp., Vancouver, B.C.; and Glenn Mattice, Welco Lumber Corp., Vancouver, B.C.



Gary Vitale, NAWLA president, Rolling Meadows, Ill.; Janet Wheeler, Interfor, Burnaby, B.C.; and Larry Petree, Lazy S Lumber, Beavercreek, Ore.



Tom Sellin, Interfor, Hammond, B.C.; Russ Nixon, Western Forest Products, Vancouver, B.C.; Larry Petree, Lazy S Lumber, Beavercreek, Ore.; and Archie Rafter, Andersen Pacific Forest Products, Maple Ridge, B.C.



Darrell Ekelund, Central Cedar Ltd., Surrey, B.C.; Ross Ward, Tyee Timber Products, Coquitlam, B.C.; and Dennis Wight, Pacific Western Woodworks Ltd., Delta, B.C.



Les Sjolholm, LNS Sales Inc., Lacey, Wash.; and Dave Pollack, Pat Power Forest Products, Maple Ridge, B.C.



Jason Loewen, Elykwood, Langley, B.C.; Tony Darling, Skana Forest Products Ltd., Richmond, B.C.; Dale Bartsch, Hy Mark Wood, Surrey, B.C.; and Carlos Furtado, Sawarne Lumber Co. Ltd., Richmond, B.C.



Kip Fotheringham, Welco Lumber Corp., Vancouver, B.C., is honored with a plaque for his service the past five years in conjunction with organizing the Vancouver meeting annually. Gary Vitale, NAWLA president, presented the plaque.

DUBAI -

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Green Diamond brand in PRIME and COMSEL grades; Baillie Lumber Co. now promoting international hardwoods as well as American species; Bridgwell Resources supplying hardwoods and softwoods; Frank Miller Lumber specializing in quarter sawn Oak and the Hardwood States Export Group.

Also within the pavilion were Hermitage Hardwood Lumber Sales offering only Appalachian KD lumber; Kretz Lumber with logs, lumber and dimension; Mayfield Lumber Company also specializing in Appalachian hardwoods; Nina Co. LLC from Maryland; Northland Corporation from Kentucky; Oaks Unlimited offering certified hardwoods; Pike Lumber with steamed Walnut; Weyerhaeuser Hardwoods, formerly known as Northwest Hardwoods, also offering certified lumber; Wheeland Lumber Co. Inc. with ripped, cut-size and dimension Pennsylvanian hardwoods; and the Wood Component Manufacturers Assoc. (WCMA), represented by veteran Executive Director Steve Lawser.

Lawyer. Malaysia, a long-term supplier to the Middle East with many traditional ties, was led by the Malaysian Timber Council (MTC), which maintains its regional office in Dubai. Trueloc International, an engineered flooring manufacturer near Kuala Lumpur, uses the 2G and 5G click systems with Australian and American hardwoods. Segamat Panel Boards (SPG) specializes in thin panel and laminated and low formaldehyde emission MDF, made in Johor, Malaysia. Shin Yang from Sarawak, East Malaysia, exhibited a range of plywood, veneer, and traditional lumber products, as did Golden Star Wood from Labuan F.T., Malaysia.

Softwoods were mainly on offer from local importers although the largest building materials distributor in the Gulf, Danube Group, was not exhibiting this year. "American Softwoods" – the generic name for the promotion of Southern Yellow Pine, Douglas Fir, Western Hemlock, Western Red Cedar and Eastern White Pine – were represented by a team led by Craig Larsen, President of the Softwood Export Council and by Charles Trevor, London-based consultant to the Southern Forest Products Association. Looking at the exhibition and visiting local stockists it would appear that Canadian SPF softwoods and Chilean Radiata Pine are the current softwood market leaders, although the American suppliers showed clearly that they are open for business. New Zealand exporters of Radiata Pine are also very much involved in supplying the construction and packaging industry, but without much profile at the Dubai Wood Show. Canadian exhibitors included Bocus Canada from Vancouver, B.C., and Global Lumber Resources with lumber and veneer supplies from producers worldwide.

A significant number of Chinese exhibitors participated with machinery and wood-working systems, but the big woodworking machinery players were Homag from Germany, Biesse and Cefla both from Italy. The show was supported by Eumabois, the European woodworking machinery promotion organization, whose President Franz-Joseph Büttfering participated in the opening ceremony and show tour by the Minister.

The next Middle East shows this year from Strategic are the Cairo Wood Show, Sept.15-18, and the Abu Dhabi Wood Show, Oct. 18-20.

symbols underneath. This year the signage was almost universally reversed with huge Chinese signage underwritten in small English translations.

The grandiose presentation of exhibits was as splendid as one comes to expect in China and many of the stands were huge in size. Also new is the apparent explosive growth of bamboo flooring in China. In wood however Oak remains the dominant flooring species with evermore creative finishes, but there end the innovations with more of the same from most exhibitors.

Subtle changes are also taking place on the "green" front with more companies presenting their green credentials and even some FSC and PEFC certificates or logos on show. In this respect the bamboo producers were having a field day extolling their completely green advantages, although the day may come when they have to provide Environmental Product Declarations (EPDs) in which the embodied energy data and adhesive content details in flat bamboo flooring may blunt their green boasting somewhat.

At the heart of Hall N5 was the American Hardwood Export Council (AHEC) offering information and technical support for one of the key flooring materials in today's market. Also in the show under the Floortech Asia were organizations such as the Malaysian Timber Council, American Softwoods (AmSo) and wood supply companies, such as DV Hardwoods from Canada, and locally based Exor Trading, all offering European hardwoods. Environmentally conscious Ark Floors, a division of U.S. company A&W Group, was one of several offering outdoor decking as

its contribution to the wood flooring market.

Throughout the wood halls there was much talk about the impending anti-dumping duty being imposed by the USA against Chinese imports of 3-ply engineered flooring. The Alliance for Free Choice & Jobs in Flooring (AFCJF), the organization of independent American importers, distributors, retailers and hardwood exporters who oppose the petitioners' demand to block imports of flooring from China were represented around the show.

Given the extensive use of American hardwoods, particularly Oak, in China for flooring it was appropriate that AHEC held a central position in the Floortech Hall which acted as a meeting place for many manufacturers. Many wanted contact in China with the regional Director, John Chan who was on hand, technical information, or just a comfortable pause surrounded by a fine display of American hardwoods. With AHEC was the National Wood Flooring Association (NWFA) from the USA, represented by board member Mark Ewell whose company Bamboo Flooring Hawaii LLC also deals in hardwoods. Several Chinese companies, such as Jiaheng Wood from Dalian, are members of NWFA which is open to membership internationally. American Wood suppliers Graf Brothers Lumber & Flooring, offering both rift/quarter sawn and flat cut Oak and Walnut, exhibited independently. Close by was AHEC member DV Hardwoods, a Canadian company based in Quebec and partnered with Lauzon Flooring of the USA. Hard Maple lumber is DV Hardwood's speciality as well as some Soft Maple: although it had White and Red Oak.

Ash, Cherry and Walnut (of U.S. origin) was on offer too. China domestic sales account for 40% of the total turnover sold through their Shanghai office of 10 staff. The Maple, which comes from Canadian Crown Land, is 80% FSC certified.

The next Domotex will be Domotex Middle East to be held in Dubai 12/14 September 2011.

Also this spring, Interzum Guangzhou drew large crowds. "Eighty percent of all furniture uses wood," stated Ursula Geismann, GM National Confederation of German Woodworking and Furniture Industries, at the full-house Innovation Materials & Design Forum in Guangzhou recently.

Michael Buckley, speaking on current design and future species in furniture, gave an illustrated explanation of the trends of six recent furniture shows in Southeast Asia. Oak, which is highly sustainable, remains the dominant species and the innovation is in finishing techniques that are re-presenting Oak in many new guises. He also predicted that the price of Walnut will respond to the huge volume of Walnut furniture currently being offered to the market.

The wood sector was well represented in Hall 11.2 at Interzum—a show for suppliers to the furniture industry. American and European hardwoods, as well as softwoods, were on display alongside specialist plantation hardwoods from South America and veneers from many tropical and temperate countries. Wood-substitute surfaces from leading producers such as

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AHEC Executive Director Michael Snow (center) meets with Pablo Publishing team during the Dubai Wood Show 2011.



Softwood Export Council President Craig Larsen discusses the Dubai Wood Show with organizers Dawood Al Shezawi and H.E. Rasid Big Fahad.



Jon Swanson (center) American Lumber, Dallas, Texas, discusses products with booth guests.



Paul Vance, Northland Corp., LaGrange, Ky.



Steve Lawser, executive director, Wood Component Manufacturers Association, Marietta, Ga.



Wesley Boles, Hermitage Hardwood Lumber Sales, Cookeville, Tenn.



Bob Sabistina, grading consultant to National Hardwood Lumber Association, Memphis, Tenn.; and Tim Kassis, Kretz Lumber Co., Inc., Antigo, Wis.



Per Danneman hosts the Baillie Lumber Co. (Hamburg, N.Y.) stand and booth while guests discuss the lumber market. Danneman is Baillie's sales director for Europe and the Middle East.

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Norm Steffy, Cummings Lumber Co., Troy, Pa., at Interzum Guangzhou discussing wood products with customer Harrison Wang.



Jack Shannon III, left, mans the J.T. Shannon Lumber Co., (Horn Lake, Miss.) booth at Interzum and fields questions from attendees.



Attendees at the Anderson-Tully Lumber Co. (Vicksburg, Miss.) booth at Interzum.



The AHEC exhibit at Interzum Guangzhou.



John Chan, AHEC director at Domotex China.



Viateur Girard and Monique Li, DV Hardwoods Inc., Fassett, Quebec



Guests view products on display at the booth of Graf Bros. Hardwood Flooring, South Shore, Ky.