

News Release

Global Wood Industry Trends & Statistics

Attaining competitive advantage by better analyzing global supply/demand forces

FOR IMMEDIATE RELEASE

May 13, 2009

Vancouver, BC — International WOOD MARKETS Group announces the release of the 2nd edition of its *Global Wood Book: Trends & Statistics* report.

Globalization of the wood products industry continues at an unprecedented rate, with new opportunities continuing to emerge in both good and bad markets. Importing countries continually switch from traditional exporters to new suppliers as economics, currency, logistics, freight rates, politics and customer preference continue to change. Today's successful wood products manufacturing, distribution and sales/marketing companies must constantly adjust their market and product-sourcing tactics in order to keep up with their suppliers and stay ahead of their competitors, both domestically and globally.

An important trend with a growing impact on the globalization of the forest products industry is the shift by countries that have traditionally been importers of timber (Germany, Austria, the U.K., France, Belgium, Australia and New Zealand) to being exporters — or at least much more self-sufficient in terms of meeting their own domestic wood product needs. At the same time, other countries (e.g., China, the U.S., India and the Philippines) have, for various reasons, become less self-sufficient and more dependent on wood imports. Still other countries (e.g., Brazil, Chile, New Zealand, Australia, and the Baltic States) have become growing industrial roundwood exporters due to the success of their softwood and/or hardwood timber plantations or domestic forests over the last 30 or more years. “All these changes create growing opportunities for some countries to become larger wood exporters, while some become more wood self-sufficient and some increase their dependence on wood imports,” explained Russell Taylor, President and Publisher. “The challenge for wood products companies today is to better analyze the various global supply and demand forces before you are left behind – this is the core objective of the *Global Wood Book: Trends & Statistics report*.” This new global report highlights many of the dramatic wood products changes that have occurred over the last decade as well over the last few years as the global economic crisis started to kick in.

For example, the rapid growth of low-cost softwood and hardwood plantation fibre — which is being used increasingly as raw material in the production of pulp and paper, engineered panelboards and even sawn lumber — suggests that the global movement to find lower-cost industrial roundwood fibre will intensify. And China's raw material shortages coupled with huge disruptions in Russia and its log export tax will create new opportunities for exporters with the right product quality and price.

Factors that impact global wood products markets are almost infinite, but include economics, government policies and trade legislation, timber supply developments, and wood products supply/demand cycles and prices, just to name a few. Some of the more strategic trends expected

to impact wood products industries and markets during the rest of the decade are outlined in the report.

So called “market information” is available everywhere on the internet and from many other sources and in various forms, but nowhere are global trends and statistics compiled into one comprehensive data book. *The Global Wood Products: Trends & Statistics — 2nd Edition* is a 475-page report that profiles the 35 major countries that drive the solid wood products industry and markets. Statistics-at-a-glance sections for timber, lumber, plywood, OSB, MDF, particleboard and economics provide an easy-to-read format that highlight historical production, import, export and consumption trends and statistics for softwood (and hardwood in some countries).

The dramatic changes of the last decade and especially over the last few years are expected to continue at an even faster pace. This publication will provide subscribers with a head start in better understanding and anticipating changes in industry and market dynamics. A **sample edition** of this unique strategic report which provides examples of critical industry information, trends and statistics for selected major wood products producing and consuming countries and statistical summaries is available upon request.

About WOOD MARKETS

International WOOD MARKETS Group Inc. (www.woodmarkets.com) provides leading market information and consulting services to the global solid wood products industry, specializing in solid wood products research, analysis, and business and corporate strategies. Its consultants provide research, analysis, forecasts, due diligence, operational assessments, strategic direction and guidance to the world’s top wood products companies. They travel to major wood producing and consuming countries to provide comprehensive, real-world perspectives based on current trends, issues and developments.

- 30 -

For more information, please contact:

Russell Taylor retaylor@woodmarkets.com or Gerry Van Leeuwen gvl@woodmarkets.com
International WOOD MARKETS Group Inc., Vancouver, BC, Canada (+1) 604 801-5996
www.woodmarkets.com info@woodmarkets.com