



FIRST EDITION

THE CHINA BOOK: Wood Products Industry and Market Review



**Strategic Assessment of China's
Growing Force as the World's Low-Cost
Production Engine & Exporter**

FEATURING:

- A comprehensive overview of China's wood products industry and its global competitiveness
- Assessment of China's timber resources and imported raw material supply sources
- Timely analysis of China's evolving distribution system for softwood/hardwood products
- Chinese domestic market consumption and fit for foreign wood imports
- An overview of investment opportunities and insights on "Doing Business" in China



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ABOUT THIS REPORT

The International WOOD MARKETS Group, in collaboration with a number of associates, is delivering this timely analysis of the Chinese wood products industry and market. Exploding domestic consumption, the emergence of new distribution structures and rapidly changing government regulations are opening the door for foreign firms exporting to, and selling in, China. At the same time, China's production engine is ramping up and its exports are soaring into higher-priced export markets such as the U.S. and Europe, creating opportunities for importers — and serious concerns for domestic producers. Understanding China's industrial capacity and raw material requirements in the context of the country's competitive edge in export markets has become a "must know" for many of today's wood products producers, importers and exporters.

As a result of over three years of field investigations, this report features:

- A clear picture of the current drivers and factors influencing wood products supply and distribution in China (Part 1);
- Insights into emerging industry and production trends, including China's competitive position and industry scale (Part 2); and
- A profile of the potential opportunities for foreign imports into China and exports from China to major markets (Part 3).

TOPICS ADDRESSED

PART 1 (Supply/Distribution):

- How will China feed its growing appetite for raw materials — what is the potential role of domestic plantations vs. offshore imports?
- What are the supply chains and consumption drivers for softwood and hardwood distribution in China?
- What are the options, opportunities and constraints for offshore suppliers of commodities and specialties to China?
- How are Chinese government policies and resulting regulatory changes affecting doing business in China, and how will they potentially impact the future structure of distribution channels?

PART 2 (Industry/Competitiveness):

- How is the wood products industry developing and what sectors are poised for growth?
- What is the scale of the Chinese wood products industry and what are the next products they have in their export sights?

- What is China's competitive position in global wood products output by product?
- What are the drivers for raw material demand, as well as the operational scale and technology of plants?
- What are the specific industry trends, issues, constraints and outlook by sector?

PART 3 (Markets/Exports):

- What is driving Chinese domestic wood consumption and where is the growth occurring?
- Where is China a "market" and where is it a "competitor" to offshore manufacturers?
- Where are the major markets and market trends for China's soaring wood product exports?
- What are the options, opportunities and costs for sourcing finished products in China as exports?
- What are the most important factors companies need to know to conduct business effectively in China?



International WOOD MARKETS Group Inc.

(International WOOD Markets Research Inc. and R.E. Taylor & Associates Ltd.)

International WOOD MARKETS Group Inc. provides leading market intelligence services to the global solid wood products industry. We specialize in solid wood products research, analysis, forecasts, and business and corporate strategies.

China Team & Experience

Our team has been conducting client work and independent research in China for more than four years:

- **Gerry Van Leeuwen** has conducted visits to over 100 Chinese wood products operations and visited the China/Russia border area three times.
- **Russell Taylor** has traveled across China since 2001, including visits to both hardwood and softwood plants (lumber, plywood, MDF, particleboard and many finished products).
- **Mike Jahraus** — previously Managing Director, Asia for B.C. Wood Specialties Group — has traveled throughout China and visited over 100 importers, manufacturers and wholesalers.
- **Jane Guo** — Manager, Beijing office.

Examples of Client Projects in China

- Industry research/analysis on raw material supply and manufacturing solid wood engineered doors.
- Market research and analysis of China's moulding/millwork industry and its export fit.
- Study of the impact of Russian wood supply on the northern Chinese industry and export markets.
- Opportunities for foreign investment in China.

China Conferences: Presenters & Organizers

The project team has made numerous presentations at international "China conferences." International Wood Markets was also a partner in the very successful **China WOOD Markets, Export & Import Conference**, held in Dalian in October 2004 and the China WOOD Markets conference in **Dongguan** (October/November 2005).

Our 2006 China International Wood Products Summit will be held in Shanghai October 28–29, 2006.

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For more information, please contact:	Russell Taylor	Telephone: 1-604-801-5996	Fax: 1-604-801-5997	Email: retaylor@woodmarkets.com
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WEBSITE www.woodmarkets.com • MAIL 501-570 Granville St., Vancouver, BC CANADA V6C 3P1

