

US Building Materials Trade Mission to Japan

May 14-18, 2018 (Mon-Fri)

Tokyo, Shizuoka, Kyoto & Fukuoka



Evergreen Building Products Association
"Promoting US Building Products to the World"



Meet Japanese builders, architects, and wholesalers, and network with US and Japanese suppliers and distributors of US building materials during this week of seminars, table top trade shows, and networking events.

Seminars Featuring Building Materials Suppliers ***New Demonstration Slots Added***

Suppliers of US building materials are featured in seminars that include product demonstrations, and presentations about US building materials' applications and benefits. Presentations focus on products and technologies that can improve the performance, design, sales price, and marketability of new homes, remodel projects, and light commercial projects.

Companies may choose to give PowerPoint presentations or conduct demonstrations during the seminars. All companies are encouraged to bring samples to display.

Each seminar also features a design professional as the keynote speaker. This presentation will discuss residential design trends in the US and Japan, and how to incorporate US building materials into new and remodeled Japanese homes.

Audiences are very interested in learning about the remodeling process and products that can be used in remodeling. Remodeling is a relatively new, but fast growing, market in Japan. Government subsidies and tax incentives are making projects easier to fund, which is stimulating growth in this sector.

Seminar Receptions & Table Top Display Show

Companies display product samples, installation or manufacturing videos, and related materials during table top trade shows. Each seminar includes an extensive coffee break to provide ample time for attendees to visit company displays. Additional time for networking is available during the seminar check-in period.

Mission Schedule

Sunday, May 13 — Arrive in Tokyo from the US

Monday, May 14 — Tokyo Seminar

Tuesday, May 15 — Shizuoka Seminar (AM to Shizuoka, Eve to Kyoto)

Wednesday, May 16 — Kyoto Seminar (overnight in Kyoto)

Thursday, May 17 — Hakata Seminar (AM travel to Hakata)

Friday, May 18 — Return to US



Comments About the Mission

The group meetings with remodelers and importers were great features of the mission. At the seminars, interest in our products was so great there were people lined up at our display.

Reiko Newman,
Pac-Rim Building Supply

I cannot say enough about the quality of the EBPA mission experience. We were very pleased with the high level of professional and engaged interest from the Japanese attendees.

EBPA was excellent to travel and work with. They were fun, helpful, supportive and knowledgeable. I strongly recommend this venue as a way to enter and most likely succeed in this wonderful country.

We look forward to repeat trips with them in the years to come.

David Old, President
Old Wood LLC

Japan Mission Results:

- \$200 million + in reported sales of US building materials
- 284 seminars
- Over 6,850 Japanese attendees

Missions have included the these and other US products:

- Moulding & Millwork
- Windows & Doors
- Plumbing & HVAC equipment
- Tiles & Setting Products
- Architecture & Design
- Prefabricated Homes
- Building Materials Wholesale/Export
- Insulation & Energy Efficient products
- Insulation, Paints, Adhesives, and Housewrap
- Exterior & Interior Finishes: Flooring, Paneling, etc.

For more information contact:

Rose Braden, Director
Evergreen Building Products Association
T. 503-481-5862
rbraden@ep.org

Registration Deadline: March 8, 2018 (Thurs)

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Member Dues for EBPA Members

Full Mission Delegate with Presentation \$1,500

Includes a presentation and a table top display space

Table Top Display Exhibitor Only: \$1,100

Includes a table top display space during the seminar

Mission Packages for Non-EBPA members

Full Mission Delegate with Company Presentation: \$2,000

Table Top Display Exhibitor Only: \$1,500

The mission fee includes hotel and domestic transportation arrangements and seminars. Translators for company displays can be arranged upon request. The cost depends on local translator rates. Hotels and transportation costs are not included.

**Not a member?
Visit www.ep.org
for details**



Tokyo—Population: 13.2 million

Tokyo is the headquarters for many of Japan's largest developers, wholesalers, and architecture firms. The Kanto region includes 42 million residents. The last EBPA housing seminar held in Tokyo in Spring 2016 was attended by 105 construction professionals. Many past seminar attendees travel to attend the seminar and meet colleagues in Tokyo during the same trip.

Shizuoka - Population: 703,393

Shizuoka is the capital of Shizuoka Prefecture, and the prefecture's second-largest city in both population and area. It is a one hour train ride from Tokyo, making it close to the major population and job center, but outside of the restrictive fire code area. This allows for the construction of more single family and wood frame homes. Shizuoka is located within two hours of the Port of Yokohama, which receives shipments directly from the US.

Kyoto - Population: 1.47 million

Kyoto is the capital city of Kyoto Prefecture located in the Kansai region. It is also a major part of the Kyoto-Osaka-Kobe metropolitan area. Known for its historic housing, Kyoto is also home to a sizable population of custom homebuilders, architects, and designers. The Kyoto-Osaka-Kobe metro area is also a design and distribution center for central and southern Japan.

Hakata - Population: 1.55 million

Fukuoka (Hakata) is the capital, and most populated city in Fukuoka Prefecture, situated on the northern shore of Japanese island of Kyushu. Fukuoka is a major center for homebuilders, designers, and wholesalers for Kyushu, the largest of Japan's southern Islands. The last EBPA seminar held in Fukuoka was attended by 40 construction professionals, and new and innovative products have historically been well received in Fukuoka.

Past Attendance Numbers in Regional Cities

Tokyo – May 2016 – 104, October 2016 - 116 attendees

Fukuoka -- May 2017 – 40 attendees

Osaka – May 2016 – 75 attendees

Nagoya – October 2017 - 41 attendees

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To register, email this page to EBPA at evgreen@ep.org

- | | |
|--|---------|
| <input type="checkbox"/> Current EBPA Member dues—presentation | \$1,500 |
| <input type="checkbox"/> Current EBPA Member dues—display only | \$1,100 |
| <input type="checkbox"/> Non-Member Presentation + Display | \$2,000 |
| <input type="checkbox"/> Non-Member Display Only | \$1,500 |

*Individual translators for table displays, additional charge

Name: _____

Title: _____

Company: _____

Tel. _____ Fax: _____ email: _____

Registration Deadline:

March 8, 2018 (Thursday)

**Register early, speaking spots
fill quickly**

DRAFT DAILY SEMINAR SCHEDULE

(Subject to change based on number and types of presentations. The order of company presentation order will rotate each day of the mission)

12:30-1:00 – **Seminar Check in/Table Top Display Session**

1:00-1:15—Introductions/Welcome Remarks

1:15-1:40—Company 1 Application/Install Demonstration

1:40-1:55—Company 2 PowerPoint Presentation

1:55-2:15—Moulding & Millwork Association Design Presentation

2:15-2:30—Company 3 PowerPoint Presentation

2:30-3:15 - **Coffee Break/Table Top Display Session**

3:15-4:05—**Keynote Presentation**

4:05-4:25 – Company 4 Application Demonstration

4:25-4:40—Company 5 PowerPoint Presentation

4:40-4:55—Company 6—PowerPoint Presentation

4:55-5:10—Q&A/Seminar End



PRESENTATION GUIDELINES

- Company presentations can be a PowerPoint, demonstration, or a combination. We strive to provide attendees with a dynamic, interesting, and informative seminar. Please make presentations educational and avoid “sales pitch” type presentations.

PAYMENT, REFUND AND CANCELLATION POLICY

Payments are to be made in US dollars to the US office. Registration fees do not include wire fee costs. After registration for a speaking slot has been received, refunds cannot be made.

RELEASE OF LIABILITY AND ASSUMPTION OF RISK

By participating in this mission, I agree to assume full legal and financial responsibility for my participation in the mission, to include obtaining my own accident and health insurance, as well as insurance for medical evacuation and repatriation that are applicable outside the United States if I wish to do so. I understand that neither EBPA, nor its officers or agents serve as guarantors of my safety and the EBPA does not provide insurance for my protection. I understand that EBPA encourages me to have appropriate insurance coverage for the time I am abroad. I understand that there are certain risks inherent in traveling internationally, including accidents, illnesses, forces of nature, and any other harm, injury or damage that may befall me during travel to a foreign country. I agree voluntarily hold harmless EBPA and its officers, employees, and agents from all liability, loss, damages, costs, or expenses (including attorney’s fees) that may arise in connection with my participation in this mission.