

The Programs

Evergreen Building Products Association (EBPA) members have access to a comprehensive offering of programs, activities and support services that have been developed specifically to increase competitiveness and create international business opportunities for its members. Programming has been designed to provide members with market education; trade promotion and technology transfer opportunities.

Members benefit from membership in the association through:

- **Market development and trade promotion programs and activities**
- **Market intelligence and strategic information made available by EBPA**
- **Trade leads and introductions to foreign buyers**
- **Networking opportunities with EBPA members in the US and Japan**

Market Education:

Market Seminars: Programs on aspects of doing business in strategic housing and building materials export markets. Seminar topics include marketing and certification of green building materials, trade finance, legal issues, product distribution, trade barriers, market opportunities and other timely topics. (held in the Seattle, WA area).

Market Discussion Programs: EBPA members gather to talk about recent developments and current trends in strategic export markets. Participants are invited to ask questions and share their experiences in selling and servicing international markets.

Market Reports & Other Information: In-depth market reports contracted by EBPA are distributed free to EBPA members. e-mail distribution of press clippings, market reports and other current information on building material and housing export markets from around the world.

Trade Promotion:

China Market Development Project for US Building Materials: The China Market Development Project for U.S. Building Materials, which has been in operation since 2001 offers an integrated approach to export growth of US building materials by addressing supply and demand needs. EBPA members receive discounts on twice yearly sales missions to leading Chinese markets and annual trade show pavilions at leading trade shows in China.

Foreign Trade Show Pavilions/Trade Show Representation: EBPA, in cooperation with Washington State, participates in several international exhibitions in Japan and China during the year. EBPA members can take advantage of discounted rates on booth space through participation in an EBPA Pavilion or have EBPA promote their companies for them through catalog display programs at Pavilions during the shows.

EBPA Membership Directory/Publication Guides: A directory of US members is distributed at international trade shows and other events attended by EBPA representatives. The membership directory is also distributed to EBPA Japan members as a resource for company information and product research.

Advertising & Marketing Opportunities: The association receives information from Japanese publishing companies about promotion and advertising opportunities in Japanese language import housing industry magazines and journals. Many are free of charge or at discounted rates.

Overseas Travel Funding: US wood products companies joining at the Association Cooperator Program (ACP) level can receive 75% travel funding through their membership in EBPA.

Support Programs

Foreign Buyers Tours & Company Introductions: Buyers visiting the Pacific Northwest region frequently request EBPA support in scheduling manufacturing tours, receptions and meetings with EBPA member companies who can meet their product and service requirements.

Trade Leads & Personal Assistance: EBPA members receive regular trade leads throughout the year and contact lists from trade shows held around the world. Members also receive personal consultations with EBPA US staff.

Newsletters: Stay abreast of EBPA news, programs and events through the "Focal Point". The Focal Point provides the most recent information about international housing and building materials markets and upcoming activities and events.

WWW.EP.ORG -World-Wide Web Directory: Have a link to your own web-site through a members listing on the on-line EBPA members directory. The web site is in both English and Japanese to make it a more friendly and useful resource for US companies and overseas buyers.

USCHINABUILD.ORG: The web site, in both Chinese and English will be an important source of information for Chinese companies interested in accessing information on US construction technology and building materials

Networking Opportunities: Membership in the EPBA offers opportunities to meet with other members throughout the year. Networking activities include regular luncheon programs with guest speakers, the EBPA Annual Meeting & Dinner, the annual EBPA Golf Outing and other activities.

Membership in the Softwood Export Council: EBPA membership in the Softwood Export Council, an association of US manufacturers of softwood lumber and secondary wood products, provides market reports, trade leads and other information.