

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:** Regular programs on aspects of doing business in strategic housing and building materials export markets. Seminar topics include trade finance, legal issues, product distribution, trade barriers, market opportunities and a host of other topics.
- **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:** Weekly 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 offers an integrated approach to export growth of US building materials by addressing both supply and demand critical needs. Activities focus on creating market demand for US building materials in China as well as outreach and education in the US for American exporters. The project provides opportunities for US companies to promote products for use in residential construction in China. Activities focus on promoting exports of primary wood products, secondary-manufactured wood products, non-wood building materials and mechanical systems.
- **EBPA Gateway Programs:** A bi-annual technical seminar and site visit programs for foreign professionals involved in the design or construction of residential and light commercial buildings and are interested in US building materials. The program helps foreign builders and architects by offering direct access to expert information and examples of US housing and western building materials that relate directly to current topics of interest in their own country.

Mini-trade shows, receptions, hosted facility tours, pre-scheduled meetings and other networking activities offer EBPA members an affordable and cost-effective means of promoting products and services to building materials importers, specifiers and end-users from strategic export markets during the program.

- **EBPA Japan Member Program:** Network with a growing number of Japanese builders and building materials importers who have joined EBPA through the EBPA Japan Member Program. EBPA Japan members participate with US EBPA members at trade shows and other Japan-based activities as well as request scheduled meetings with EBPA members when they visit the US.
- **Foreign Office Representation:** EBPA has full time representatives in Tokyo, Japan and Shanghai, China to promote the association and its membership, cultivate trade leads and business contacts, assist with travel logistics and meeting facilitation and gather market intelligence.
- **Foreign Trade Show Pavilions/Trade Show Representation:** EBPA, in cooperation with Washington State, participates in several international exhibitions 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 show.
- **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. In addition, EBPA also publishes a guide to US member Japanese publications that is distributed to EBPA Japan members and at trade shows in Japan.
- **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.

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.
- **Newsletters:** Stay abreast of EBPA news, programs and events through the “Focal Point”. The “Focal Point – China Edition” will provide the most recent information about the China housing and building materials market and upcoming China Market Development Program 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:** EBPA members electing to join the US-China Build Program receive special recognition and a link to their home page on the China Market Development Program web site. 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.