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**iwpa** INTERNATIONAL WOOD PRODUCTS ASSOCIATION

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## WOOD TRADE OUTLOOK THE TOP 4 AREAS TO WATCH IN 2008

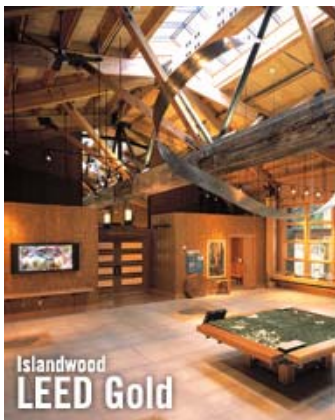
While 2007 was a challenging year for the wood products industry, we recognize that most people in the industry do not spend their time looking in the rear-view mirror. Here are some areas in which IWPA will be working in 2008 that have relevance to your business and are likely factoring in to your own business projections for 2008.

### 1. Continuing Market Challenges – Headwinds Against Imports and Wood Use

From January to September 2007, the market saw roughly a 21 percent overall decline in imports compared to the first three quarters of 2006. Some markets, especially on the softwood side, saw even greater reductions. It does not take a rocket scientist to be able to read the tea leaves of 2008; just review the projections emerging from the home builders, cabinet manufacturers, and other industries using wood and you can easily see that 2008 will be a trying year for lumber, panel, and flooring markets. Add to this the continuing prospects of a declining U.S. dollar and increased anti-trade sentiments from sympathetic policymakers, and imports are likely to have to fight hard for market share in 2008.

IWPA began an aggressive marketing effort in 2007 to counteract many misconceptions about imports and to increase market share for IWPA members. The fourth edition of the award-winning *Imported Wood* was distributed to 15,000 individuals from key industries that use and distribute imported wood products, along with the leading architects and designers who are driving their specification and usage. IWPA continues to maintain a high profile at all industry tradeshow, promoting imports and informing the marketplace on supply sources.

### 2. 'Going Green' and Market Differentiation



Speaking of architects, much has been said about the emergence of green building standards in the marketplace, specifically the LEED system. What we also recognize is that architects and designers are increasingly turning to exotic woods to differentiate their building from others. With less than 2 percent of developing countries having forests certified, there is not that much high-quality certified wood available and these architects will need to know where to turn to find wood that meets their needs.

IWPA is expanding our education offerings in 2008 to show specifiers how to go green with wood. We know that if we could get architects to use the full range of species from a forest and the full range of grades from a log, we would make significant progress in tropical sustainable forest management. One IWPA task force is developing a list of 12 lesser-known species to market and promote widely, giving these architects and designers another way to go green with wood and support sustainable forest management in developing countries.

Using forest products—not creating barriers to their use—is the best way to encourage responsible forestry. It is in everyone's interest, domestic or imported, to assure that wood is valued and endorsed. The substitute products IWPA is most concerned with is not a domestic

wood species but non-wood products.

### 3. Increased Media Attention

IWPA's *Wood Trade Outlook* is an online publication of the International Wood Products Association.

**IWPA: Top 4 Areas to Watch in 2008**

**IWPA's Government Affairs-Front & Center**

**Bolivia Outlook 2008**

**Brazil Outlook 2008**

**China Outlook 2008**

**Ghana Outlook 2008**

**Guyana Outlook 2008**

**Hardwood Business Outlook 2008**

**Transportation Trends & Forecast**

The number of requests for interviews and information IWPA is receiving from the media is growing rapidly. We can certainly expect more of this in 2008. IWPA took an aggressive role in 2007 getting press releases and op eds placed in a wide range of trade and traditional press from the *Wall Street Journal*, *The Hill*, *National Public Radio*, *Reuters*, and the *Associated Press* and in almost all of our industry's trade magazines. Our expanded industry Q&A guides were also distributed to all U.S. university forestry and wood science departments and are available for member use in responding to their own requests from the media, their customers, or in their communities.

#### 4. Increased Legislative/Regulatory Threats to Imported Wood Use

The unprecedented legislative and regulatory activity seen in 2007 only promises to increase in the coming years. IWPA's three registered lobbyists worked tirelessly on behalf of the industry to offset harmful provisions at many levels including state regulations, a federal trade investigation, attempts to amend the Lacey Act in Congress, and other federal legislation. What IWPA recognized early was that industry is stronger in coalitions. Given IWPA's success on positively amending the Lacey Act, you will see our increasingly work with other trade associations to make a positive, bottom-line impact on your business.

##### **International Wood Products Association**

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*Established in 1956, IWPA is the leading international trade association for the North American imported wood products industry, representing 220 companies and trade associations engaged in the import of hardwoods and softwoods from sustainably managed forests. Association members consist of three key groups involved in the import process: U.S. importers and consuming industries, offshore manufacturers and the service providers that facilitate trade.*

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