In 2017, the U.S. forest products industry contributed $34.4 billion to the U.S. export base. The 2017 export total reflects 6.3% year-on-year (YoY) export growth for the industry from 2016, and a more modest 5-year export performance record. During the 2012 to 2017 period, industry exports performed at a compound annual growth rate (CAGR) of 0.7%.

From a trade perspective, the industry is recognized as having 2 key sub-sectors:

**Solid Wood and Engineered Wood Products**
Includes products ranging from fuel wood and logs to lumber and higher value-added wood products

**Harmonized Tariff Schedule**
HTS Chapter 44

**Pulp, Paper, Paperboard and Converted Products**
Includes products ranging from virgin and secondary paper making materials to higher value-added paperboard packaging and specialty products.

**HTS Chapters 47 and 48**

In 2017, U.S. exports of wood and wood products reached $9.8 billion, reflecting 8.4% YoY growth. U.S. pulp, paper, and packaging product exports reached $24.6 billion, reflecting 5% YoY growth.

**KEY EXPORT MARKETS (2017)**

<table>
<thead>
<tr>
<th>Solid Wood and Engineered Wood Products</th>
<th>Pulp, Paper, Paperboard and Converted Products</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>U.S. Exports to World: $9.8 billion</strong></td>
<td><strong>U.S. Exports to World: $24.6 billion</strong></td>
</tr>
<tr>
<td><strong>Country</strong></td>
<td><strong>% of Total</strong></td>
</tr>
<tr>
<td>China</td>
<td>32.8%</td>
</tr>
<tr>
<td>Canada</td>
<td>21.8%</td>
</tr>
<tr>
<td>Mexico</td>
<td>8.1%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>7.3%</td>
</tr>
<tr>
<td>Japan</td>
<td>7.2%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>2.7%</td>
</tr>
<tr>
<td>Korea</td>
<td>1.4%</td>
</tr>
<tr>
<td>Australia</td>
<td>1.3%</td>
</tr>
<tr>
<td>Germany</td>
<td>1.0%</td>
</tr>
<tr>
<td>Spain</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

(U.S. Census Bureau, U.S. Merchandise Trade, extrapolated from Total Exports January-November 2017)
HOW ITA WORKS WITH U.S. INDUSTRY TO BOOST EXPORTS

With personnel in 77 international markets and 106 locations in the United States, the International Trade Administration (ITA) removes barriers to U.S. exports, actively promotes U.S. exports, and works directly with U.S. exporters to support their international market development goals.

ITA works with U.S. industry to identify opportunities, reduce obstacles, and overcome challenges associated with exporting. The goal is to prevent, reduce, or eliminate barriers to trade that industry has indicated pose the greatest impediments to its growth in export markets.

Industry-identified Challenges

Forest products trade in fiercely competitive international markets where profit margins often are thin and tariffs can impact competitiveness. Stakeholders in the forest products industry consistently inform ITA of both tariff and non-tariff barriers to trade, as well as roadblocks that do not entail formal trade barriers. Trade barriers and other challenges often create burdens that have a disproportionate impact on small and medium-sized enterprise (SME) exporters. Other barriers include:

- Standards and conformity assessment requirements; and
- Regulations that negatively impact the importation and use of wood materials.
The industry also expresses needs for trade promotion opportunities, market intelligence, and nuts-and-bolts guidance on the mechanics of exporting.

Some of the specific ways U.S. forest products industry stakeholders can work with ITA to boost exports are described here.

**Trade Promotion**
While pulp, paper and packaging products trade involves more commodity-style markets, wood product exports are more conducive to classic trade promotion activities.

ITA sponsors construction-focused trade missions for U.S. companies and U.S. Pavilions at foreign trade shows. It recruits foreign buyers to attend U.S. trade shows and conducts reverse trade missions to showcase U.S. industry capabilities and products to would-be buyers. These types of trade events allow U.S. companies an efficient means of connecting with potential buyers, partners, distributors, and agents around the world.

✔ **Participate in an ITA-Sponsored Trade Event** ([https://www.export.gov/Events](https://www.export.gov/Events))

In addition to ITA-sponsored trade shows, expos, conferences, and webinars, the U.S. Government operates multiple public-private partnerships geared to promoting wood product exports.

✔ **Join a Building Materials-specific Trade Mission**
- Under its high-export-return Market Development Cooperator Program (MDCP), ITA has a public-private partnership with Evergreen Building Products Association (EBPA) involving export market development opportunities in China and Japan.
- This MDCP partnership typically involves annual multi-city trade missions to China and Japan, along with reverse trade missions that bring buyers to the United States. Information is available at EBPA Programs. In 2018, EBPA plans to offer the following trade missions:


  **Spring 2018 Japan Building Materials Mission**, 05/14/2018 - 05/18/2018 – 4 Cities

  **Fall 2018 Japan Building Materials Trade Mission**, 10/01/2018 - 10/09/2018
Fall 2018 US-China Build Lumber Mission to China, 11/12/2018 - 11/16/2018
Link: http://www.ep.org/en/programs/china_events/513

- Enlist ITA to Recruit Buyers for U.S. Trade Shows
  ITA’s International Buyer Program (IBP) is a joint U.S. government-industry effort to support business-to-business matchmaking at U.S. trade shows by bringing international buyers to the United States. This program can be an asset to show organizers, U.S. exhibitors, and international buyers.

- Exhibit at a U.S. Pavilion at Foreign Trade Shows
  ITA organizes U.S. pavilions at certain foreign trade shows to allow U.S. exhibitors to showcase products and services with support from ITA staff. Benefits of participation to U.S. exhibitors include pre-show marketing to buyers in the region; a prime location on the trade show exhibition floor as part of a pavilion of U.S. exhibiting companies; market-specific briefings from ITA commercial representatives; and on-site market development and export counseling and potential business-to-business matchmaking.

Trade Policy Formulation

- Keep in Touch Informally
  The ITA Office of Materials Industries welcomes informal contact from forest products industry stakeholders to enable ITA to understand the industry’s views, priorities, and challenges.

- Make Public Comments to Share Views on Administration Trade Initiatives
  All industry stakeholders can make formal public comments on industry and trade-related matters via the notice and comment process at https://www.regulations.gov/ on topics published in the Federal Register.

- Join an Industry Trade Advisory Committee (ITAC) to Inform U.S. Trade Negotiators.
  Jointly managed by the U.S. Department of Commerce and the Office of the United States Trade Representative, the ITAC system engages business leaders in formulating trade policy. Industry representatives appointed to an ITAC provide policy and technical advice to the Secretary of Commerce and the United States Trade Representative regarding market access and trade barriers, negotiation of trade agreements and implementation of existing trade agreements, and perform other advisory functions relevant to U.S. trade policy issues. Additional information on the ITAC system can be found here.
Tariffs
ITA works to reduce foreign tariffs in bilateral and multilateral trade agreements.

- **Access the FTA Tariff Tool**
  This public resource can help U.S. exporters find tariff rates and schedules in U.S. free trade agreements.

- **Understand Tariff Rates in Export Markets**
  ITA is available to help U.S. companies understand the tariffs their products will be subject to in international markets, as just one component of export counseling.

Trade Facilitation: Standards and Conformity Assessment Requirements
U.S. exporters can rely on a variety of services to help navigate this arena:

- **Contact ITA trade specialists**
  Reach trade specialists in the United States near your firm or in a target market for help in understanding country requirements.

- **Contact a U.S. Standards Attaché in select high-priority markets**
  U.S. Standards Attachés monitor emerging standards issues that have potential trade implications for U.S. industry and serve as points of contact for industry stakeholders. Standards Attachés are available in China, the European Union, Mexico, and Brazil.

- **Learn about and comment on foreign standards development** work via Notify U.S. at the National Institute of Standards and Technology (NIST) World Trade Organization (WTO) Technical Barriers to Trade (TBT) Enquiry Point.

- **Sign up to receive ITA’s Standards Alert**
  This alert informs industry stakeholders of opportunities to participate in standards development with organizations such as the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC).

- **Report a standards-related barrier**
  In many cases, the U.S. government can take action if a standards-related market barrier is interfering with exports.
Regulations and Other Market Access Issues
ITA staff located around the world are well positioned to help companies understand market access requirements for their exports.

✓ Contact the U.S. Commercial Service office in the target market to obtain comprehensive information about market access requirements.

Protecting Intellectual Property Rights (IPR)
✓ Go to www.STOPfakes.gov. ITA manages this one-stop-shop portal housing IPR information and assistance.

Protecting Your Industry from Unfair Import Surges or Foreign Government Subsidies Being Provided to Your Foreign Competitors
✓ Go to the ITA’s Antidumping and Countervailing Duty Petition Counselling Service to help determine if a trade case can be filed against unfair foreign competitors.

Market Intelligence
✓ Access industry-specific resources
The 2016 Top Markets Building Products and Sustainable Construction report identifies projected leading 2018 export markets for U.S. building product suppliers. It covers seven sub-sectors key to sustainable construction: wood products, HVACR, lighting, plumbing products, insulation, windows, and doors and glass. The study includes 10 detailed country case studies: Australia, Canada, Chile, China, the Gulf Region, Japan, Korea, Mexico, Vietnam, and the United Kingdom.

✓ Access country-specific resources
The U.S. government’s Country Commercial Guides (CCG) provide a wealth of information on a market-specific basis.

✓ Do a custom search
The ITA Market intelligence portal allows custom searches for market insights, best prospects for U.S. exports and other information.

Other Resources for U.S. Exporters
✓ Visit https://www.export.gov
The site has comprehensive information on the wide variety of export market development and other resources available to U.S. industry, including:
- Practical guidance on the nuts and bolts of exporting
- Customized ITA services for U.S. exporters
- How to get help with trade problems
- Extensive additional resources