

# International Trade and Marketing for Forest Products Industry

**Date:** May 28, 2013

**Location:** Vincennes University, Jasper Campus, 850 College Avenue, Jasper, IN 47546

This workshop will introduce subject of international trade and modern concepts in marketing for US wood products industries to take advantage of global trade benefits.

## Agenda:

<i>Time</i>	<i>Theme</i>	<i>Speaker</i>
10:00-10:05	Introduction Remarks	Eva Haviarova, PU
10:05-10:15	Status of the Wood Products Industry	Eva Haviarova, PU
10:15-10:45	International Marketing Principles	Henry Quesada, VT
10:45-11:30	Strategies for Going Global	Mark Cooper, US Commercial Services
11:30-12:00	Export Market Opportunities	Mike Seidl, ISDA, IDNR
12:00-12:10	Roundtable Discussion	All speakers
12:10-12:15	Conclusion Remarks	Eva Haviarova, PU

**Registration is FREE of CHARGE:** fax or e-mail attached registration form to:

Adam J. Auffart (Purdue University - Technical Assistance Program) Fax: (812) 481-5960;

Cell: (812) 630-6965, e-mail: [aauffart@purdue.edu](mailto:aauffart@purdue.edu)

**For more information on this workshop contact:**

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[ehaviar@purdue.edu](mailto:ehaviar@purdue.edu)

Henry Quesada-Pineda  
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**Brought to you by:**

- [Department of Forestry and Natural Resources, Purdue University](#)
- [Technical Assistance Program, Purdue University](#)
- [Indiana Department of Commerce – Commercial Services](#)
- [Department of Sustainable Biomaterials, Virginia Polytechnic Institute and State University](#)
- [Indiana Department of Forestry and Natural Resources](#)

**Overview:**

With almost \$200 billion in shipments and more than 1.1 million workers, the wood products industry in the United States has become an important link in the economy of the country. Today the industry has suffered many drastic changes due to the rapidly increasing global competition that has pushed the local industry to look for different ways to remain competitive. Manufacturing cost issues, lack of innovation, and poor understanding of customer needs remain as the biggest challenges that the wood products industry still is trying to address and in the last 10 years, other issues have arisen such as logistics costs, lead times, product customization, forest certification, and information technologies.

With this context in mind, today wood products companies should be very careful when developing new markets, especially if these new markets are international. Certain European and Asian markets are more receptive to US wood products because there is a reputation of sustainability attached to the product. Also, US wood products offer uniqueness in terms of attractive aesthetics, supply chain reliability, and high quality standards.

**Who Should Attend**

- Sales Managers, Export Sales Managers, Sale Representatives
- General Managers, Plant Managers, Purchasing Managers, Materials Planning Managers, Marketing Directors, Product Managers, Plant Supervisors
- Employees with responsibilities in Marketing that would like to increase their knowledge of the current situation for US Wood Products in international markets
- Owners and managers of Small and Medium Enterprises in wood products industries
- Personnel related to local organizations that support development of new market opportunities for wood products industries
- Independent consultants and academicians who are interested in updating their knowledge in international marketing for US Wood products

## Why You Should Attend

- Understand the basics of marketing in a wood products organization
- Apply basic marketing tools to turn an idea into a commercially successful product
- Develop a marketing plan to create an international niche market
- Understand steps involved in international trade

## Detailed Program

- ***Status of the Wood Products Industry (Eva Haviarova, Purdue University)***  
Get the basics on the current status of the wood products industry. A brief introduction of the current global situation of the wood products international trade will be presented.
- ***International Marketing principles (Henry Quesada, Virginia Tech)***  
Why your company should care about marketing? How to develop a successful marketing plan for international market penetration? Where to get marketing intelligence information? This presentation will introduce the main steps for your firm to compete in a global context. Main aspects to increase market share will be discussed as well as recent results of international marketing research on Western European wood products markets. The risks of entering in international markets and the detailed steps on how to get started and minimize risks will be presented as well.
- ***Strategies for Going Global (Mark Cooper, US Commercial Services)***  
What type of assistance can I get from local and state organizations? The state invests time and resources in supporting organizations that explore on a daily basis the market opportunities for US wood products. In this session you will learn Strategies for Going Global, reasons for exporting, market research sources, how to prepare an export plan, and find what are available resources and tools and how can U.S. Commercial Services help to facilitate international trade.
- ***Export Market Opportunities (Mike Seidl, ISDA, IDNR)***  
Why should my company compete in international markets? Explore new market opportunities. Where to look for the information? How to participate for trade missions? There are many resources and secondary sources of information that are available for wood products companies. There is nothing like a success story. In this session a few examples of how US wood products industries have successfully reached international clientele will be presented.
- ***Roundtable discussion***  
The experts will take questions from the audience related to exporting to international markets and logistics issues.

## Speakers

### *Mark Cooper - U.S. Commercial Services*

Mark A. Cooper is the Director of the U.S. Department of Commerce office in Indiana. He provides assistance and direction in the planning and coordination of all activities within the local office. He is also responsible for developing and enhancing relationships with industry, local, state, and federal representatives, and provides assistance, advice, and counsel to Indiana businesses. Mr. Cooper has been an active part of the Indiana international business community for the last ten years. Mr. Cooper has participated in trade promotional activities in many international locations.

### *Henry Quesada - Virginia Tech*

Dr. Henry Quesada-Pineda is an expert in sustainable innovation management who focuses in the development and application of models to increase the competitiveness of forest products industries. He is currently a faculty at Virginia Tech at the Department of Sustainable Biomaterials working on supply chain performance and international marketing research projects. He has published over 25 peer-reviewed articles in prestigious peer-reviewed journals and he is usually invited as keynote speaker and presenter at prestigious conferences and research meetings. Henry has also been a consultant for numerous private and government organizations including USDA-FAS, Rainforest Alliance, and Faber Castell.

### *Mike Seidl – ISDA/IDNR*

Mike Seidl is the Program manager for the Hardwoods Economic Development Program focusing on promoting, assisting and nurturing growth opportunities for Indiana hardwood manufacturing both domestically and globally. He works for the Indiana State Department of Agriculture and Department of Natural Resources. Prior to joining the Indiana State Department of Agriculture and the Department of Natural Resources Mike spent over 35 years in the hardwood business. After a successful career in the hardwood industry Mike now coaches other clients to achieve the same success. Mike presents a wide range of programs and services from training, to technical assistance and domestic/global business opportunities.

### *Eva Haviarova – Purdue University, FNR*

Dr. Eva Haviarova is a director of Purdue University Wood Research Laboratory and an associate professor of Wood Products Engineering and Furniture Strength Design. She teaches “Furniture and Cabinet Design and Manufacturing” and “World Forests and Society” courses, conducts research in areas of Product Engineering; Emerging Furniture Design Challenges; Design and Development of Low Cost Furniture for Underprivileged. Through her outreach activities she works on advancement of forest products industry competitiveness, forest product cluster analysis, supply chain management, and the development of Indiana Forest Products Web Community. She is well internationally connected with many global forest products institutions and developed strong international program in area of forest products.

## Registration Form

# International Marketing for Forest Products

Vincennes University, Jasper Campus, 850 College Avenue, Jasper, IN 47546  
May 28, 2013 (10:00am - 12:10pm)

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

I require auxiliary aids/services due to a disability. Please contact me at the address below.

**WORKSHOP IS FREE OF CHARGE, *box lunch could be ordered and purchased.***

**Register - mail or fax or e-mail this form to:**

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Please photocopy this form for additional registrants.*