



The AHEC Foreign Partner Membership

The American Hardwood Export Council (AHEC) runs a worldwide campaign to promote the use of American hardwoods. AHEC's members and overseas offices service the growing global demand for U.S. hardwood and represent the full range of U.S. hardwood products including: lumber, veneer, plywood, flooring, molding, and dimension materials. No single hardwood company or association alone can promote its products intensively worldwide. Nor can it keep track of every critical international market trend and export opportunity and personally educate potential buyers about U.S. hardwood products. But united in AHEC, they can.

AHEC has launched a new foreign partner membership for importers, distributors, agents and manufacturers of products using American hardwoods. The various deliverables listed below will assist foreign members in sales of American hardwoods through AHEC brand association, inclusion in the AHEC members directory, access to AHEC market reports and marketing material, and much more:

BRAND AWARENESS

AHEC Logo Usage: Members may use the AHEC's registered logo as a "collective mark" to show membership in the organization in print and electronic media and advertisements. The AHEC logo is one of the most recognized symbols in the global timber trade industry.



AHEC U.S. Hardwood Supplier Directory: this publication lists all AHEC members, including complete contact information. Approximately 20,000 brochures are distributed annually in response to enquiries received by the AHEC overseas offices, and at trade shows, seminars, and other AHEC activities abroad.



On-line AHEC Supplier Directory: Complete contact and product line information for all AHEC members are catalogued in an online database, through which potential buyers can search for suppliers by region, species or product. The database is accessible via AHEC overseas websites that target foreign buyers and specifiers.

MARKET INTELLIGENCE

Market Intelligence and Statistical Reports: AHEC members receive market reports from AHEC overseas directors. Reports are based on the directors' 100+ trade servicing visits with timber traders, manufacturers, architects and designers around the world, and provide cutting edge information on current market conditions and future opportunities, feedback from importers and end-users, and updates on the latest regional hardwood events. AHEC also provides to U.S. hardwood export statistics which are available by country and species, as well as access to import data from several of our major trading partners, which will allow your sales staffs to not only track U.S. exports, but also keep track on what our competitors are exporting to major markets and what the U.S. is importing.



TECHNICAL PAPERS

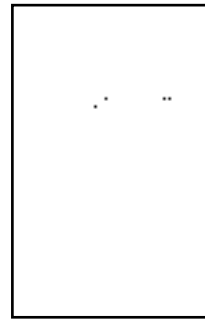
Reports: AHEC has published a series of environmental and sustainability reports, with the help of consultants Rupert Oliver and PE International, to provide AHEC members with verified data to meet the requirement of their customers. This includes a life cycle assessment study on lumber and veneer and the Seneca Creek Study which assessed the legality and sustainability of U.S hardwoods. AHEC also issues guidance to members on compliance with import regulations such as the EUTR.



ISO-conformant report by P.E. International on the Life Cycle Assessment (LCA) of rough-sawn kiln-dried hardwood lumber.



Environmental profile of U.S. tulipwood kiln dried sawnwood delivered to the European market.



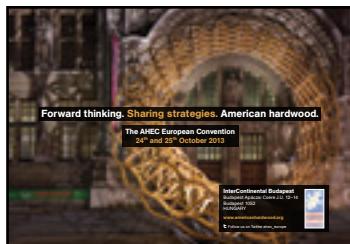
Assessment of Lawful Harvesting & Sustainability of US Hardwood Exports.



Maximising carbon storage through sustainable forest management.

NETWORKING OPPORTUNITIES

Conventions - AHEC holds regional conventions in Greater China/Southeast Asia, Europe, Mexico and Japan. These events draw an average of between 200 and 800 attendees and provide unique opportunities to network with a large number of potential overseas buyers and learn about the latest market developments. Participation in these events are free of charge for AHEC members.



AHEC European Convention Flyer 2013

This year the convention will take place in Budapest on Thursday 24th and Friday 25th October at the InterContinental Hotel

MARKETING MATERIAL

AHEC Publications: AHEC publishes a wide variety of publications in multiple languages that are available free of charge to AHEC members and have proven invaluable to sales staff. These publications include U.S. Hardwood Species, Illustrated Guide to U.S. Hardwood Lumber Grades, and U.S. Hardwood Products as well as a range of publications that target architects, designers and specifiers.



Sustainable American Hardwoods: A guide to species



The Illustrated Guide to American Hardwood Lumber Grades



Species Sample Swatches



Structural Design in American Hardwoods



Hardwood References

AHEC ONLINE



www.americanhardwood.org is a global tool providing information on the U.S. hardwood resource to a wide audience including the hardwood industry, designers, architects, press and consumers. The site showcases and references the different species of American hardwoods through case studies and a dynamic homepage highlighting latest news and projects. Users have access to AHEC's wide range of free publications, a large photo library, AHEC videos, blogs and AHEC's latest news. The website supports AHEC's PR and marketing programme and has become the hub for all information attracting nearly 100,000 visitors a year. The core of the site is available in ten languages. It is a great visual resource that we encourage members and their customers to make use of.

American Hardwood Photo Library: AHEC maintains high-resolution photo and video libraries of US hardwoods applications from around the world. Members are free to use these photographs in their own press and promotional materials such as websites and sales brochures.



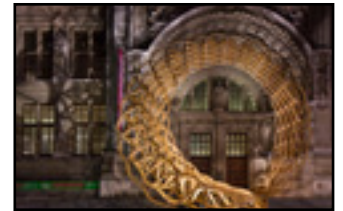
AHEC was invited to collaborate with internationally read Wallpaper* Magazine and architect Adam Khan to produce a tulipwood structure, 'Octopus'.



Out of the Woods: A high profile design project. Each chair had a its own environmental profile calculated from AHEC's LCA study..



Infinity Bench by Martino Gamper exhibited at the London Design Festival showcasing heat treated American hardwoods..



Timber Wave - a collaboration between AHEC, AL_A, Arup and Cowley Timberwork demonstrating structural use of American red oak.

AHEC also features on YouTube and Twitter and will keeps in touch with members regularly about tools that can be shared with customers.

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Resident in Singapore

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AHEC Foreign Partner Membership Application



General Information:

Company Name: _____

President/Director: _____ Web Address: _____

Primary contact Information:

Address: _____

City: _____ State: _____ Zip: _____ Contact: _____

Country: _____

Email: _____ Phone: _____ Fax: _____

Dues:

Dues are Annual \$1500.00

Business Type:

Is your organization an importer, distributor, agent, manufacturer or specifier (architect, designer, contractor)? You may indicate multiple types, if applicable.

Signature:

We hereby apply for membership in the American Hardwood Export Council.

Signature: _____ Date: _____