



Cindy Squires, Esq., Executive Director

ITTO Annual Market Discussion
A Changing Market Landscape

November 5, 2014

IWPA Environmental Scan



IWPA Core Purpose & Values

➤ To build acceptance and demand in North America for globally sourced wood products from sustainably managed forests

➤ Values

➤ Visionary Leadership

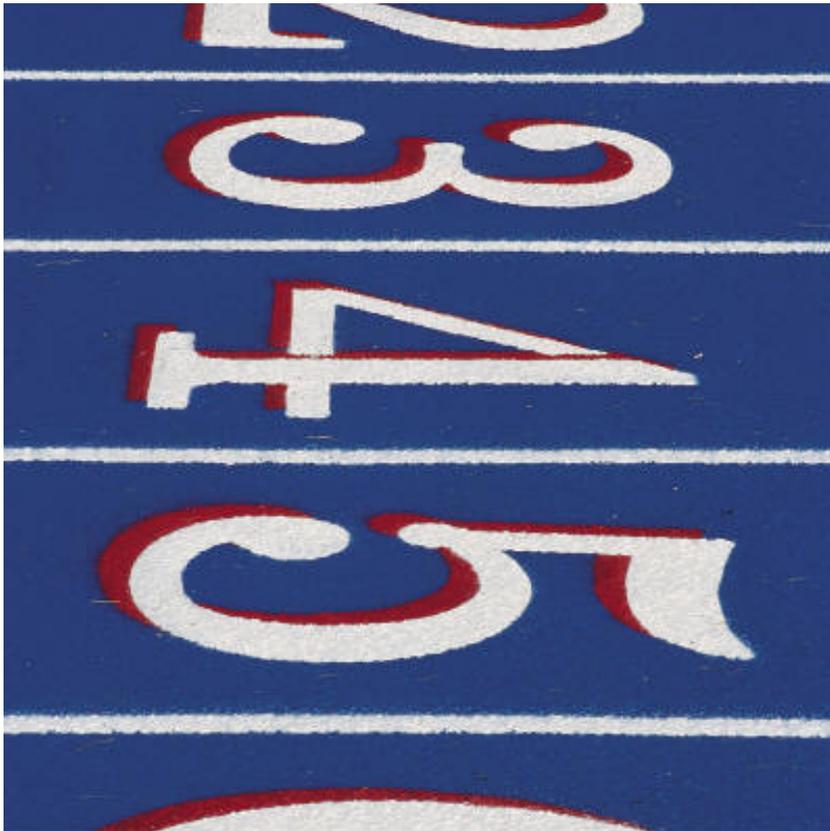
➤ Social Responsibility and environmental sustainability

➤ High Ethical Standards

➤ Service to Members

➤ Lifelong Learning and Exchange of ideas

Steps Forward



- Proactive in engaging with global timber industry & customers
- Respond to new market trends
- Identify carrot vs. stick opportunities

International Wood Magazine



Global Timber Forum

The GTF will facilitate greater timber industry **networking, knowledge and best practice sharing**. The aim will be to develop **united positions** on the important issues, **strengthen the sector's market presence** and raise its political and strategic **profile**.



Global Timber Forum Summit

Rome

May 2013



Shanghai, China

June 9 -11, 2015

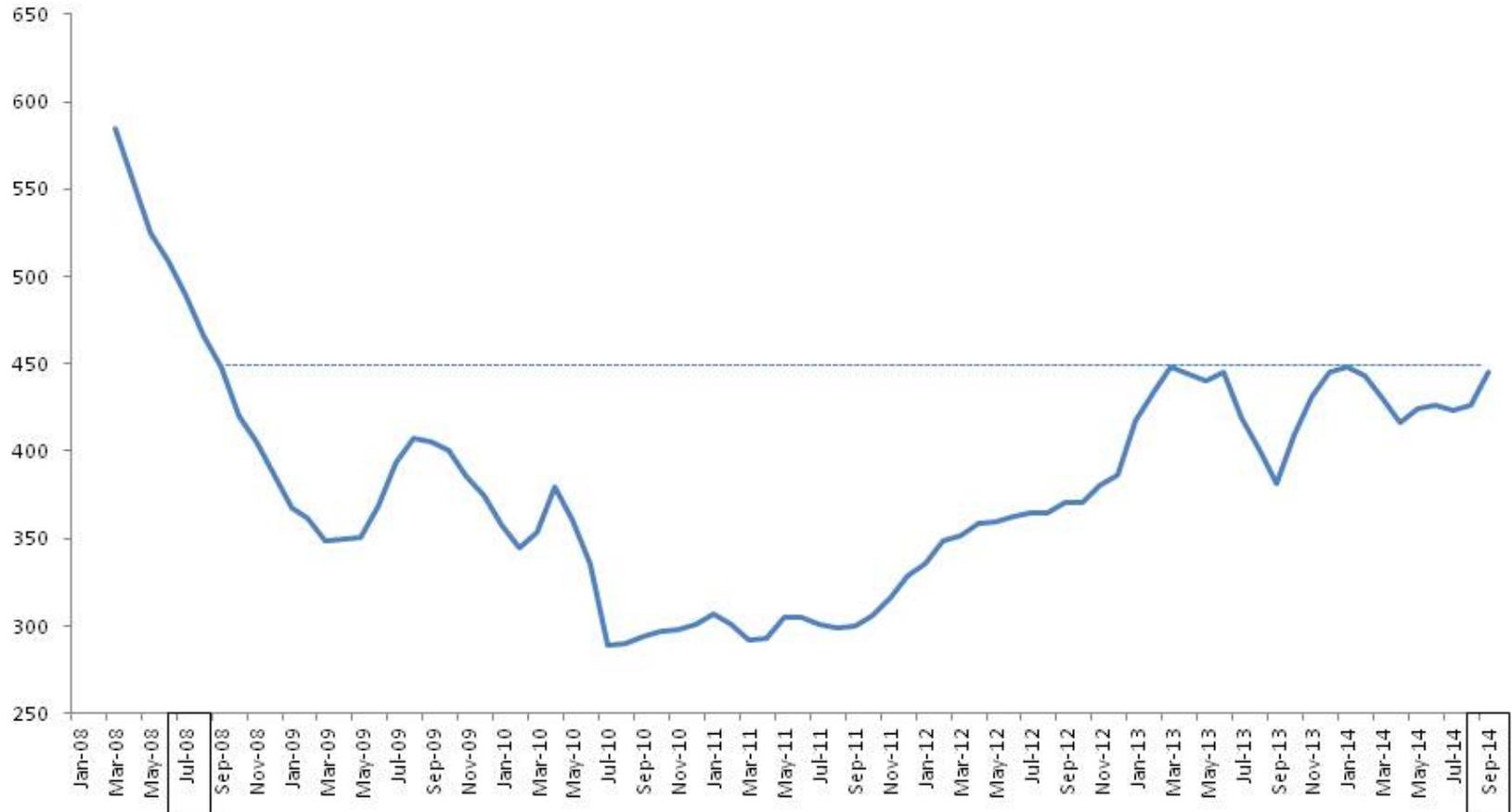
- Valuing and making the most of the forest resources
- Meeting market legality requirements;
- Promoting timber and wood products; and
- Realizing new opportunities, applications, innovation, in green building

Signs of US Economic Recovery

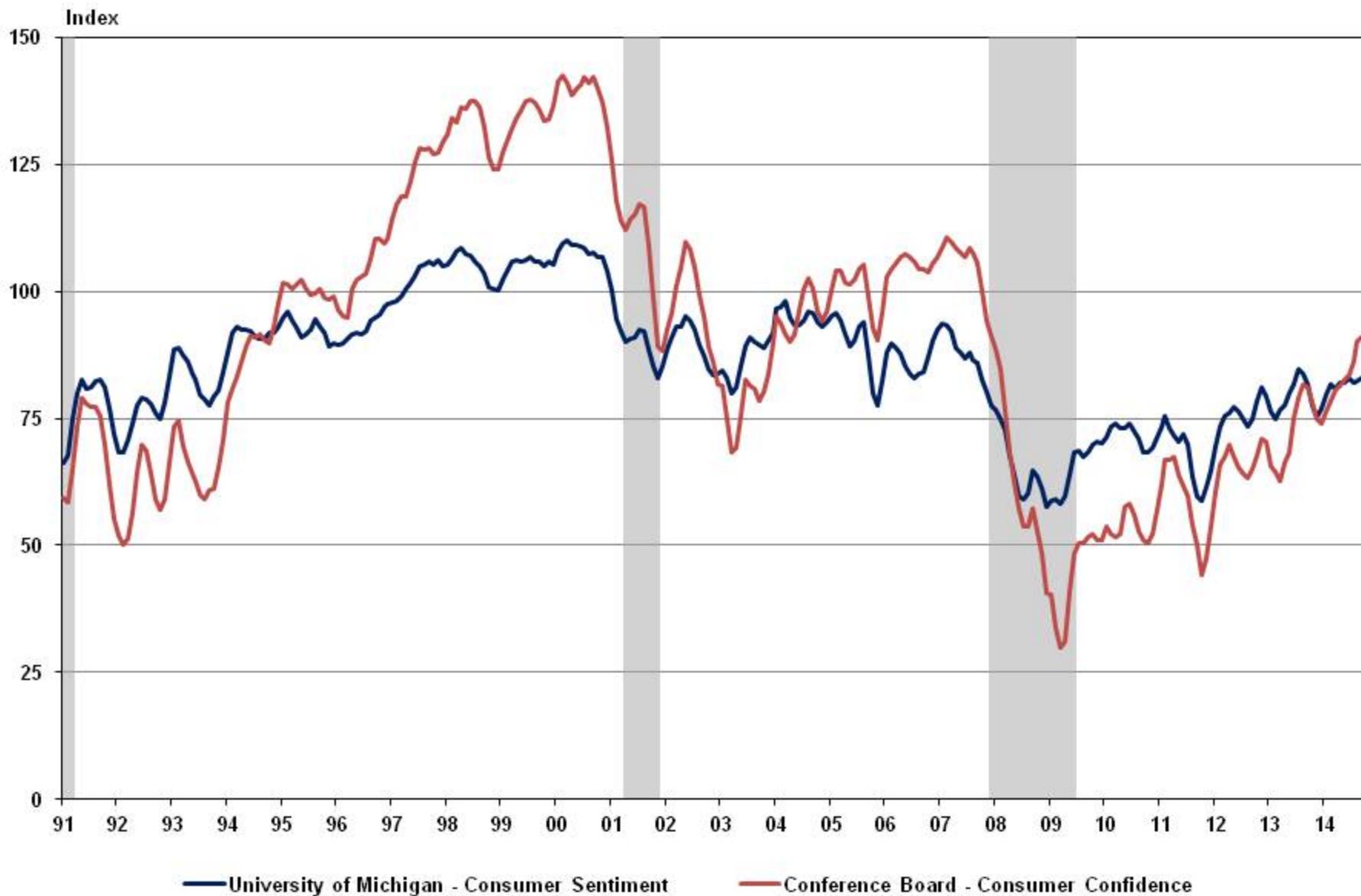
- Increased Lending
 - Federal lending regulators (FHFA) to allow easing of minimum down payments requirements (5% to 3%)
- Housing sales are improving – but still not at pre-2008 levels
- Consumer confidence improving

New Home Sales (000s)

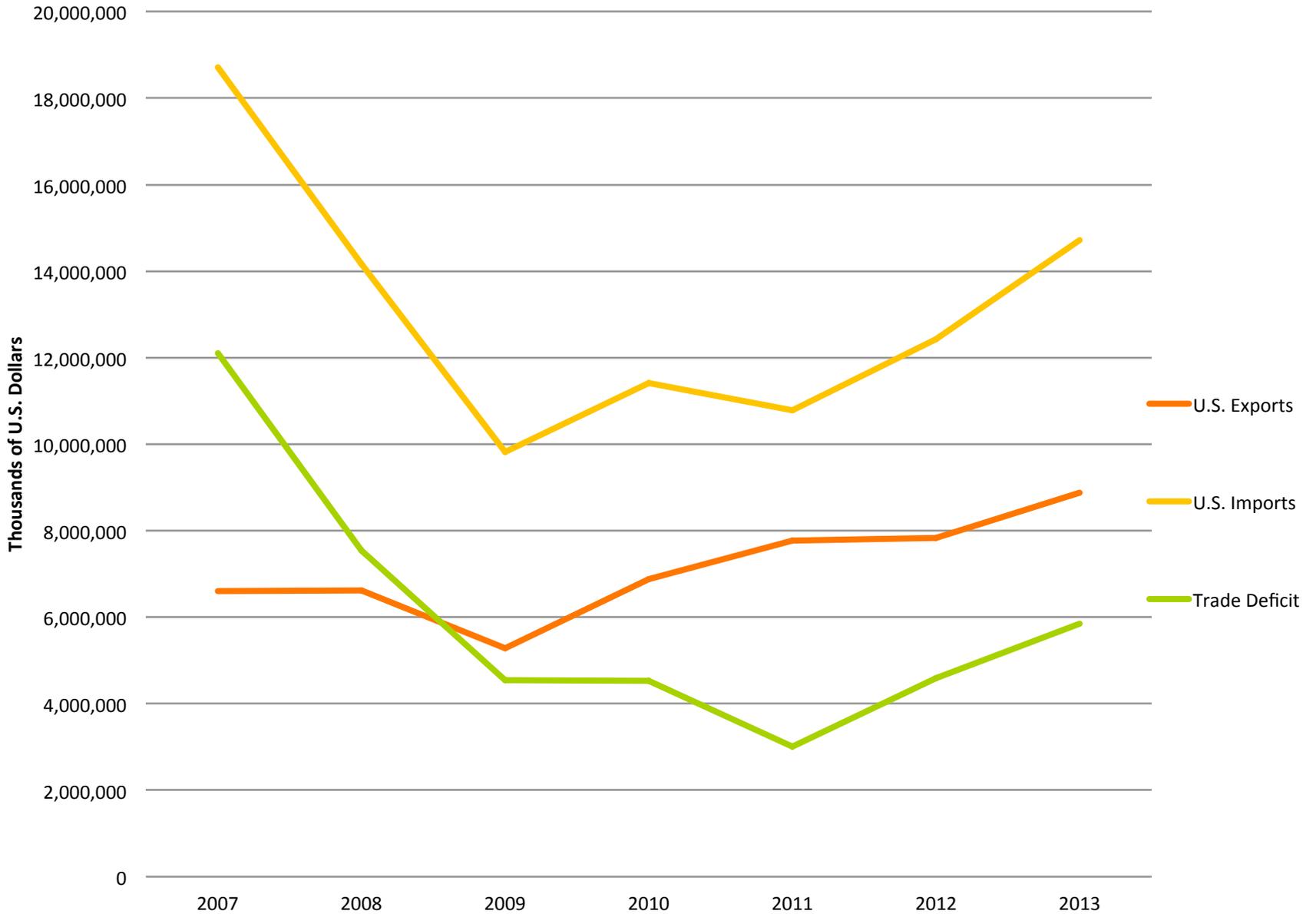
3-month moving average



Consumer Confidence and Consumer Sentiment



U.S. Trade in Forest Products



SUNDAYREVIEW | EDITORIAL

Fighting Climate Change With Trade

Negotiations to End Tariffs on Environmental Goods

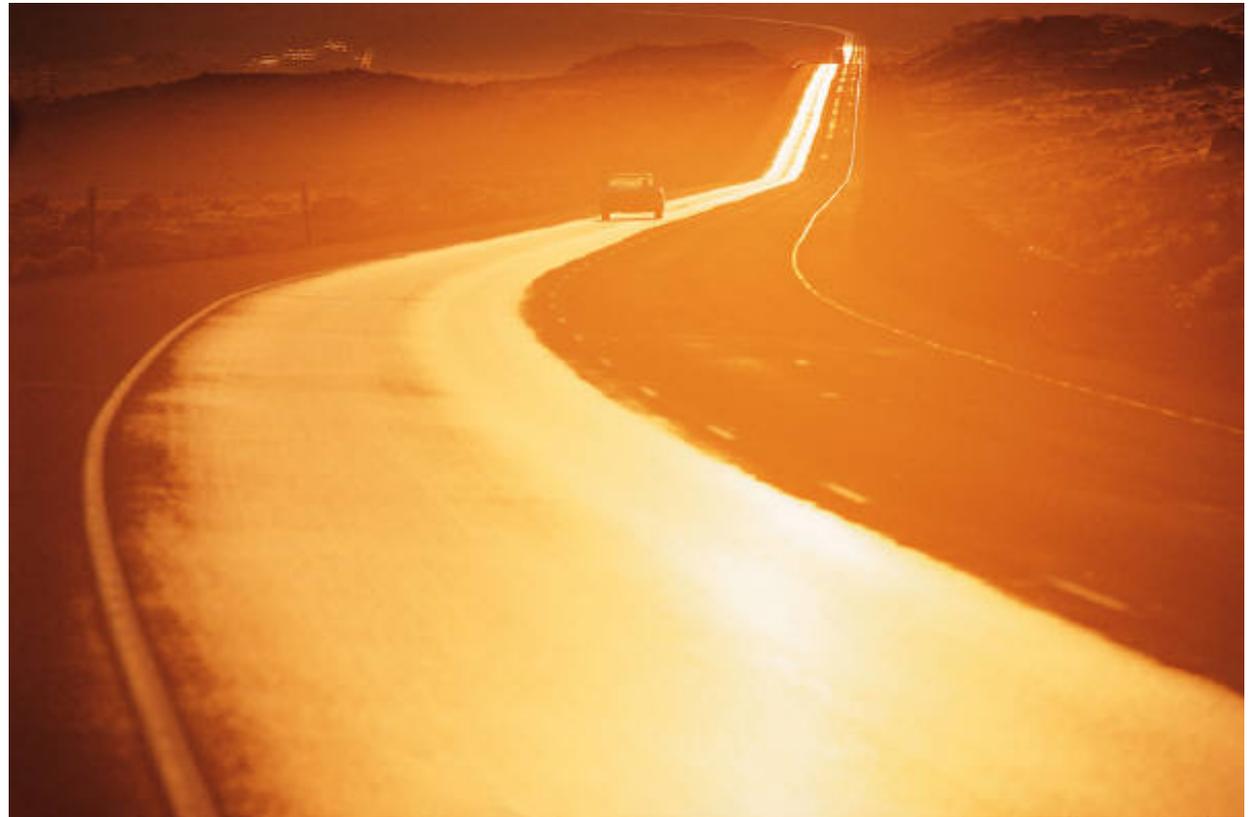
By THE EDITORIAL BOARD JULY 12, 2014

The United States, the European Union, China and 11 other governments began trade negotiations this week to eliminate tariffs on solar panels, wind turbines, water-treatment equipment and other environmental goods. If they are able to reach an agreement, it could reduce the cost of equipment needed to address climate change and help increase American exports.

Global trade in environmental goods is estimated at \$1 trillion a year and has been growing fast. (The United States exported about \$106 billion worth of such goods last year.) But some countries have imposed import duties as high as 35 percent on such goods. That raises the already high cost of some of this equipment to utilities, manufacturers and, ultimately, consumers.

Taken together, the countries represented in these talks (the 28 members of

What is the Next Opportunity?





Thank You

Cindy@iwpawood.org | @CLSquires | @IWPAWood

IWPA LinkedIN Group

+1 703-820-6696

