

Case Studies of Forest Products Exports -- Japanese Lumber to the World--



Wood Use Promotion Division
Forestry Agency

Preface

As forest resources in Japan have come to maturity, it is important to promote cyclical use of them through increasing the use of lumber. Besides the housing sector, the use of lumber is expected to grow in public facilities, office buildings and others. Outside Japan, demand for lumber is forecast to increase due to economic development and population growth in emerging economies. Japanese lumber is expected to meet such demand as well.

The Ministry of Agriculture, Forestry and Fisheries is promoting programs to reinforce exports of agricultural, forest and fishery products with the 1-trillion-yen target set for them in the Export Promotion Strategy of Agriculture, Forestry, Fisheries and Food Products it adopted in fiscal 2013. Exports of forest products (lumber and special forest products) increased to 27.4 billion yen in fiscal 2016. But there remain challenges with them as logs account for a large portion of exports , and the number of export destinations is limited.

In the meantime, efforts to boost exports of forest products are emerging in various parts of Japan. Among them is the production of highly durable lumber treated at high temperatures and high-performance wooden window products.

The Forestry Agency, in cooperation with prefectural governments, has collected such efforts underway to increase exports of forest products in various parts of the country and compiled this report as the “Case Studies of Forest Products Exports – Japanese Lumber to the World”. We hope this report will serve as a reference for efforts to increase exports of lumber and forest products.

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I. Housing Material (Structural material, interior material, etc.)

1. Export of Houses Using “Yamizo-zai” Lumber to Taiwan

K.K. Tosho in Ibaraki Prefecture

- The company exports Yamizo-zai lumber, produced in Ibaraki Prefecture, to Taiwan as housing material and builds and sells wooden houses through a local joint venture firm.
- As local procurement is difficult if a shortage of the material occurs at the building sites, the members of the houses are pre-cut with precise designing and then shipped to Taiwan.
- The company also develops programs to train local craft workers in Taiwan.

1. Major Products

Housing materials

2. Main Export Destination

Taiwan

3. Export Promotion Efforts

K.K. Tosho has processed Yamizo-zai lumber harvested in Ibaraki Prefecture into pre-cut housing material at the Miyanosato Industrial Park in the northern part of the prefecture for exports to Taiwan since 2014. Golden Health House, a joint venture that Tosho established in Taiwan in 2013 with local partners such as design and beauty care companies, builds and sells wooden houses with the Yamizo-zai lumber. Tosho not only exports the material but also develops programs to train local craft workers to build wooden houses.

4. Export Results

Two houses in 2015 (structural, decorative, interior and other materials (of Sugi and Hinoki (i.e. Japanese cedar and cypress)) for total floor area of 69m²)

5. Problems and Solutions

- Problems
 - (1) Lack of building techniques and necessary tools in Taiwan due to scarcity of wooden houses built by the Japanese conventional building method.
 - (2) Difficulty of procuring the building material within Taiwan when a shortage occurs.
 - (3) High cost of exports due to small export volume.
 - (4) High payroll cost of craft workers.
- Solutions
 - (1) Members of the houses are precisely designed and processed into pre-cut lumber to avoid an excess or shortage on the buildings sites in Taiwan as much as possible.
 - (2) Implementation of programs to train local craft workers.
 - (3) Studies on efficient packing of the materials for loading into containers and standardization of export products to reduce export cost.

6. The Way Forward

To promote wooden houses in Taiwan, reinforce marketing by advertisements and tours of the houses, mainly targeting wealthy people

7. Website

<http://www.kk-tosho.co.jp/>

8. Contact

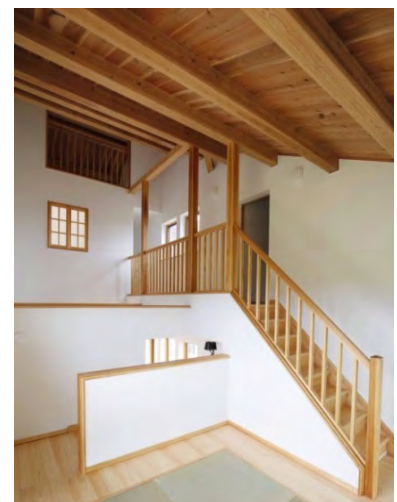
K.K. Tosho (TEL: +81-29-227-1040)



Loading of pre-cut lumber into a container



Wooden house construction site



Inside the completed wooden house

2. Export of Structural Laminated Wood to South Korea, China and Taiwan

K.K. Chuto in Ishikawa Prefecture

- Export of structural laminated wood to South Korea, China and Taiwan.
- Structural laminated wood is pre-cut for shipments. The company offers building instructions in the three countries.
- The company proposes use of Sugi (Japanese cedar), “Noto hiba” cypress, Karamatsu (Japanese larch) and other trees from Ishikawa Prefecture as well as other Japanese trees.

1. Major Products

Structural laminated wood

2. Main Export Destinations

South Korea, China and Taiwan

3. Export Promotion Efforts

- The company receives information/inquiries from overseas tie-up partners and firms and accepts orders if price estimates and terms are acceptable.
- Structural laminated wood is pre-cut for shipments. The company also offers building instructions in the three countries.

4. Export Results

February 2015	122.2m ³ of Norway spruce and Karamatsu structural laminated wood for a golf club house in South Korea
April 2015	33.7m ³ of Karamatsu structural laminated wood as curved material for the roof of Taiwan Station
November 2015	30.2m ³ of Karamatsu structural laminated wood for a multi-dwelling unit in Seoul, South Korea
July 2016	67.7m ³ of Sugi laminated wood and 30m ³ of Sugi decorative boards for a temple in Shanghai, China
August 2016	88.1m ³ of Karamatsu laminated wood for a national elementary school in Taipei, Taiwan
February 2017	61.4m ³ of Norway spruce structural laminated wood as curved material for the roof of Taiwan Station



Golf club house in South Korea



Temple in Shanghai, China

5. Problems and Solutions

- Difficulty in reaching an agreement on the price and payment for placing a contract.
- Frequent changes in designs and specifications with subsequent modifications in contracts.
- Deferred payment.
- Overall costs, including transportation, become higher than those in Japan. As the products seem to be expensive, contract negotiations often stumble.

6. The Way Forward

- To respond to inquiries/orders from abroad.
- With regard to types of trees, use of Sugi, “Noto hiba” cypress, Karamatsu and other trees from Ishikawa Prefecture as well as other Japanese trees are recommended in proposals.

7. Website

URL <http://chuto.jp/>

8. Contact

Laminated Wood Department, K.K. Chuto
TEL: +81-761-58-0100 FAX: +81-761-58-0210 Email: info@chuto.jp

3. Construction of the Conventional Wooden Post and Beam Houses Using Hinoki and Sugi in South Korea

KASAHARA Corporation in Gifu Prefecture

- Export of pre-cut Japanese lumber to South Korea to construct wooden houses.
- Dispatch of Japanese carpentry engineers to South Korea for completion of wooden houses to resolve the low local awareness of the conventional wooden post and beam construction method and scarcity of engineers.
- The company will exhibit its products at housing fairs held in South Korea and consider offering technical instructions to South Korean business partners.

1. Major Products

Wooden houses built with Japanese lumber

- Export of pre-cut Japanese lumber
- Supply of wood-based construction services

2. Main Export Destination

South Korea

3. Export Promotion Efforts

Export of pre-cut domestic Hinoki (Japanese cypress) and Sugi (Japanese cedar) lumber and structural and finishing carpentry work carried out by Japanese carpenters.

4. Export Results

Export of 18.5m³ of pre-cut Hinoki and Sugi material and 5.2m³ of pattern and decorative materials in December 2015. Dispatch of two Japanese carpentry engineers from the end of December 2015 until February 2016 to complete wooden houses (export of services).

5. Problems and Solutions

Most houses built in South Korea adopt the RC structure. The ratio of wooden houses is low and most of them adopt the platform framing. The Japanese conventional post and beam structure, matching Japanese lumber, is rarely known and there are few construction engineers familiar with the construction method.

Challenges lie in making the Japanese construction method more recognizable and training local construction engineers in South Korea.

6. The Way Forward

The company will exhibit its products at housing fairs and offer technical transfer and guidance to business partners in South Korea. It will also reinforce marketing in South Korea.

7. Website URL: <http://www.kasahara-ne-jp>

8. Contact
Housing Department
KASAHARA Corporation
TEL: +81-577-52-2525



A wooden post and beam house completed in Hwaseong, South Korea



Exported pre-cut material

4. Export of Hinoki and Sugi to China, South Korea and Taiwan Kuwabara Mokuzai Co. (Aichi Prefecture)

- Export of Hinoki and Sugi logs and lumber to China, South Korea and Taiwan.
- The company shows its processing plants and other facilities to customers from abroad and directly sells its products matching their needs without relying on intermediaries.
- To reinforce overseas marketing, the company has increased the number of employees fluent in foreign languages, training them at its own plant.

1. Major Products

Hinoki (Japanese cypress) and Sugi (Japanese cedar) logs and lumber

2. Main Export Destinations

China, South Korea and Taiwan

3. Export Promotion Efforts

- The company sells Japanese logs and lumber abroad using its networks with overseas lumber traders that has been built up through its over 15 years of experience of importing wood products from North America and Russia and ownership of a sawmill in Dalian, China until last year.
- It sells products directly to customers from abroad without relying on intermediaries by showing them its processing plants and other facilities to make deals.

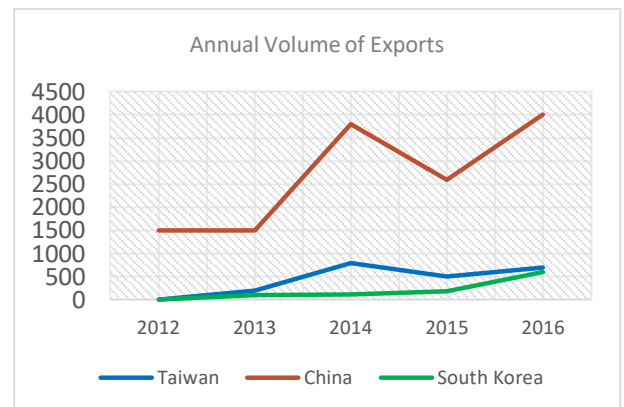
4. Export Results

In fiscal year 2016 (estimated)

- 4,500m³ of Hinoki lumber (boards) and 1,000m³ of Hinoki logs
- 60m³ of processed Hinoki products
- 345m³ of Sugi lumber(boards) and 320m³ of Sugi logs

5. Problems and Solutions

- Problems
 - (1) The export freight accounts for a high ratio of the total cost.
 - (2) Participation in overseas trade fairs, including those held in China and South Korea, has not led to new customer acquisition to realize sustained sales.
- Solutions
 - (1) To reduce transport cost and make efforts to raise the bulk ratio of containers.
 - (2) To reinforce in-house overseas marketing capacities. To increase employees fluent in foreign languages, training them at the company's plants to improve their marketing ability.
 - (3) To produce products matching local needs and enhance competitiveness of products.



6. The Way Forward

The company will focus on sales, especially interior materials produced in Japan. It will also pursue differentiation from products made by other companies in Japan and abroad by providing high value-added and high-quality products.

7. Website

[Http://www.kuwabara.co.jp](http://www.kuwabara.co.jp)



Lumber warehouse for exports

8. Contact

Trade and Special Sales Section of Lumber Business Department
TEL: +81-568-67-4046 FAX: +81-568-67-4763

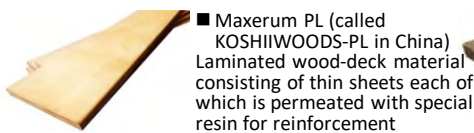
5. Export of Highly Durable Wood Products to China

Koshii & Co. (Osaka Prefecture)

- Exports of highly durable wood products to China
- The company began to pay attention to the Chinese market in 1990s. It has developed human resources and opened an office in Shanghai in 2010.
- The company promotes exports of wooden exterior materials to China as a countermeasure against heat-island effects, making use of Japan's existing experiment results.

1. Major products

Resin-impregnated laminated boards used as outdoor decks - material and high-heat processed lumber featuring high durability and dimensional stability



■ Maserum PL (called KOSHIIWOODS-PL in China)
Laminated wood-deck material consisting of thin sheets each of which is permeated with special resin for reinforcement



■ Koshii Super Thermo (called KOSHIIWOODS-DT in China)
Heat-processed lumber with high-temperature water vapor to realize high durability and dimensional stability. Main use is for outdoor applications such as exterior materials



■ Super Panel (called KOSHIIWOODS-FR in China)
Fireproof lumber made from Sugi for interior use. Certified by the Minister of Land, Infrastructure, Transport and Tourism. The product line has three types -- unburnable, quasi-unburnable and fire-retardant.

3. Export Promotion Efforts

Koshii & Co. began to pay attention to the Chinese market in the 1990s. It has developed human resources and opened an office in Shanghai in 2010. As sales activities, the company proposes its products to design offices and developers as part of their designs and specifications.

4. Export Results

About 400m³ of highly durable wooden products in 2015 (210m³ of resin-permeated laminated boards, 110m³ of high-heat processed lumber, 36m³ of fire-proof lumber and 40m³ of others)



Hongdu Housing Complex Deck in Nanchang
Product name : Maserum PL (resin-impregnated laminated board)
Area: 860m²
Order received: 2016



Henghe Housing Complex Deck in Xiamen
Product name: Maserum PL (resin-permeated laminated board)
Area: 18,000m² (by a series of order received from 2013 to date)
Order received: 2013



Private Condominium Exterior Wall in Xiamen
Product name: Koshii Super Thermo (of sugi) (high-heat processed lumber)
Area: 75m²
order received in 2016

5. Problems and Solutions

Problems: Differences in local business practices.

Solutions: To create a network with local business agents to utilize their local influence and carry out close marketing to local consumers.

6. The Way Forward

- (1) To maintain relationships with current local business agents and seek to acquire new agents.
- (2) To develop new products (e.g. wooden floors, products for middle-income people (Existing products are targeted exclusively at high-income people) and pre-cut products).
- (3) To devise finished products using Japanese lumber for the Chinese market and prepare for the future business chances.

7. Websites

www.jp-koshiiwoods.com (China)
www.koshii.co.jp (Japan)

8. Contact

TEL: +86-21-6236-2661 (China)
Address: Room 11A31, 2299 Shanghai Mart, An Xi Lu, Shanghai, China
TEL: +81-6-6685-2061 (Japan)
Address: 1-2-158 Hirabayashi Kita, Suminoe Ward, Osaka City

6. All-Okayama Export Promotion Okayama Federation of the Wood-industry Associations (Okayama Prefecture)

- Export of products using Hinoki (Japanese cypress) from Okayama Prefecture, to China, South Korea and other markets.
- Establishment of “Council of Promoting Sales Routes Products Using Wood from Okayama Prefecture” in the fiscal year 2012, hosting of export-related seminars and displays of products at trade fairs and business talk sessions overseas.

1. Major products

Products using Hinoki from Okayama Pref.

2. Main Export Destinations

China, South Korea and others

3. Export Promotion Efforts

For promoting exports of products using wood from the prefecture, the Okayama Federation of Wood-industry Associations founded the Council of Promoting Sales Routes for Products Using Wood from Okayama Prefecture in fiscal 2012 to back up member companies' export programs, to host export-related seminars and to display products at trade fairs and business talk sessions overseas.

For displays of products, the Federation solicits participants from member companies and holds exhibits and publicize them as an all-Okayama endeavor. It also provides support in business talks and other opportunities for member companies without export experience.

Okayama Prefecture has been Japan's largest producer of Hinoki lumber for four consecutive years since the fiscal year 2014. The Federation is promoting Hinoki lumber exports because many member companies produce it as main products. In 2015, the Federation made a logo with the catch phrase of “Okayama, Japan's No. 1 Hinoki State” and has been striving to enhance recognition of lumber produced in the prefecture at home and abroad.

There are companies that began exports following participation in overseas exhibitions and business talk sessions supported by the Federation. With the volume of exports increasing, more companies have become interested in exports, joined the Federation and newly begun to display their products at trade fairs and business talk sessions.

4. Export Results

Products using Hinoki from Okayama prefecture
(Interior material, furniture members, boards and other products)

5. Problems and Solutions

- The forestry and wood industry is an essential part of the economy in hilly and mountainous areas in the prefecture, where boosting demand for lumber is a key issue. The Federation accepts municipalities interested in wood products exports as its support members and provides them with information to serve as a bridge between the wood industry and local governments.
- To provide effective support for export promotion efforts, the Federation collaborates with the Mimasaka Council for Promoting Exports of Lumber, which is engaging in exports through an antenna shop in South Korea.

6. The Way Forward

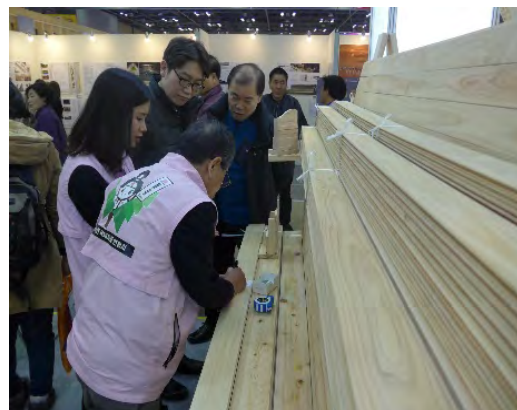
- To acquire new members of the Federation.
- To Collect information for developing new sales routes.

7. Website

<http://www.pref.okayama.jp/page/487663.html>

8. Contact

Forestry Policy Department,
Okayama Prefecture
TEL: +81-86-226-7452



Business talks at trade fairs



Visit to construction site of traditional house in South Korea

7. Opening of an Antenna Shop in South Korea

Mimasaka Council for Promoting Exports of Lumber (Okayama Prefecture)

- Export of lumber and furniture using Hinoki produced in Okayama Pref. to South Korea.
- Opened a permanent antenna shop in Seongnam City, South Korea in 2016, supported by Okayama Pref. and Tsuyama City.
- Active talks with local buyers to mediate differences in business practices in Japan and Korea such as experience sharing.
- Gather information to assess the possibility to use Hinoki lumber as building material for “hanok”, the traditional South Korean houses.

1. Major Products

Wood products and furniture using Hinoki (Japanese cypress) from Okayama Pref.

2. Main Export Destination

South Korea

3. Export Promotion Efforts

Prompted by the favorable results of Okayama Federation of Wood-industry Association’s program to expand sales routes in South Korea and other markets, the Mimasaka Council for Promoting Exports of Lumber, consisting of lumber-related businesses in Tsuyama City and the surrounding areas, was established in September 2015.

With a view to vitalizing the local lumber industry, goods with higher values such as *hinoki* lumber products, furniture and interior fittings are targeted for exports. After putting up a temporary showroom in a select shop in Seoul from January till March in 2016, the Council opened a permanent antenna shop in Seongnam City in August 2016 with support from Okayama Prefecture and Tsuyama City.

The council is soliciting members from companies inside and outside of Tsuyama and the surrounding areas to reinforce its organizational power under the banner of developing sales routes for the local brand “Mimasaka Lumber.” The number of participating companies is expected to increase.

4. Export Results

- Wood products using Hinoki from the prefecture (interior material, furniture members, untrimmed boards and others)
- Furniture and small items using Hinoki from the prefecture

5. Problems and Solutions

- Confusion often occurs over differences in business practices in export destinations, such as means of settling transport costs and sharing of expenses. Members thus visit South Korea on a regular basis for proactive talks with local buyers.
- While needs for interior material are extremely strong, those for hinoki lumber have yet to be stimulated. The Council is collecting information to assess the possibility of using *hinoki* lumber as building material for “hanok”, traditional South Korean houses.
- Visitors’ opinions on the furniture exhibited at the antenna shop are collected and analyzed.

6. The Way Forward

- To carry out extensive sales visits by capitalizing on the presence of the local marketing base
- To promote the brand in cooperation with furniture makers, builders and others.

7. Website

<http://www.pref.okayama.jp/page/487663.html>

8. Contact

Forestry Policy Department Okayama Prefecture
TEL: +81-86-226-7452



Exterior of the shop



Products exhibited inside the shop



Logo of the shop

8. Export of Indigo-dyed Building Materials to Singapore Dairi Lumber Co., Ltd. (Tokushima Prefecture)

- Export of building materials, furniture and other products using indigo-dyed Sugi (Japanese cedar) lumber to Singapore.
- Establishment of the Indigo-Dyeing Showroom, an antenna shop for lumber produced in Tokushima Prefecture, in Singapore.
- Cases involving changes along with designs can be accommodated by employing small-lot air transport carriers.

1. Major Products

Building materials, furniture, small interior products and others using indigo-dyed Sugi lumber, created through matching Sugi lumber and indigo dye produced in Tokushima Prefecture.

3. Export Promotion Efforts

As a company designing and selling Japanese-made apparel was to open a shop to display and sell indigo-dyed building material and small items, the Dairi Lumber has exported indigo-dyed building materials, furniture, lighting equipment and other products and set up an antenna shop for lumber produced in the prefecture, which should be called the Indigo-Dyeing Showroom.

4. Export Results

In 2016

- 3,538m³ of indigo-dyed building materials (of sugi)
- 19 other cedar-based small items (household goods and interior items)

5. Problems and Solutions

With the country functioning as a hub in the ASEAN region, export-related troubles are extremely rare. Transport-related services are also highly friendly to users, making it possible to deal with emergency cases requiring product changes due to designs because small-lot air transport carriers are available.

6. The Way Forward

To develop credible sales routes for made-in-Japan products into Southeast Asian countries through the antenna shop set up in Singapore for offering indigo-dyed building materials.

7. Website

<http://www.dairinet.com/>

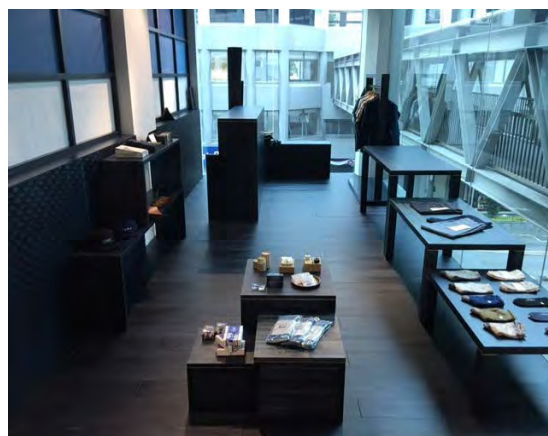
8. Contact

Dairi Lumber Co., Ltd.

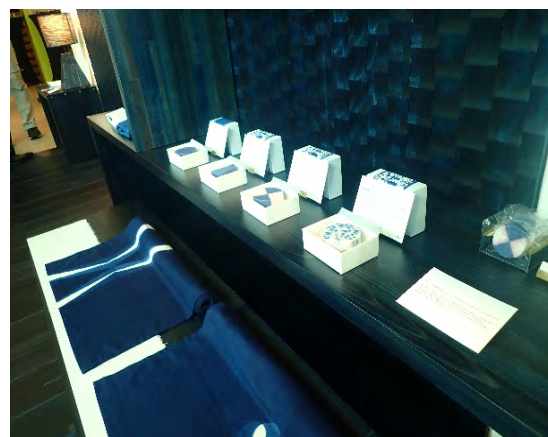
TEL: +81-88-662-5505/FAX: +81-88-663-4050

2. Main Export Destination

Singapore



Indigo-Dyeing Showroom in Singapore



Indigo-dyed products other than building material



Receiving an interview by local mass media

9. Export of Hinoki Lumber Products from Kochi Prefecture to South Korea

Ikegawa Mokuzai Kogyo Co., Ltd. (Kochi Prefecture)

- Export of Hinoki cypress lumber products from Kochi Prefecture to South Korea and Vietnam.
- Launch of an antenna shop in South Korea in 2007 to sell wooden household goods.
- Placing local staff at all times to realize communications improvement, quick response to customers and information collection.

1. Major Products

Sawn timber, interior materials and laminated lumber made from *Hinoki* (Japanese cypress)

2. Main Export Destinations

South Korea and Vietnam

3. Export Promotion Efforts

To make effective use of sawmill remnants, the company began to export them to its outsourcing plant in Vietnam in 1999. In 2007, the company opened an antenna shop in South Korea to start selling wooden household goods. Gaining further momentum from participating in INAP (International Network of Amicable Partnerships) held in South Korea in 2009, the company has expanded its business to larger-scale exports of building material.

4. Export Results

1,194m³ of lumber products from the prefecture (mainly of hinoki) in 2015



Plant in Vietnam and its inside

5. Problems and Solutions

- Vietnam
 - Difficulty in addressing Vietnamese systemic reforms because of delays in information gathering due in part to a shortage of Japanese-affiliated plants in the surrounding area.
 - Efforts focused on improvement of communications by placing local staff at all times.
- South Korea
 - Difficulty in selling the company's products due to different lumber specifications resulting from differences in lifestyles and architectural styles between Japan and South Korea.
 - Realization of prices that match the market through studies to optimize treatment of lumber remnants generated in processing
 - Quick response and collection of information by placing local staff at all times in South Korea. Dissemination of information on features of Hinoki by setting up a website.

6. The Way Forward

- Further expansion of the existing business.
- Dispersion of risks through development of new business partners and diversification of sales.
- Trial production and shipment of products for North America.

7. Website

<http://www.ikemoku.co.jp/>

8. Contact

Ikegawa Mokuzai Kogyo Co., Ltd.
775-1 Doiko, Niyodogawa-cho, Agawa-gun, Kochi Prefecture 781-1606
TEL: +81-889-34-2015 FAX: +81-889-34-2545



Antenna shop in South Korea

10. Export Expansion of Lumber Produced in Kumamoto Pref. and Export Promotion of Value-added Wood Products Council for Promoting Exports of Lumber Produced in Kumamoto Prefecture (Kumamoto Prefecture)

- Export of lumber produced in Kumamoto Prefecture to Asian and other regions.
- Display at overseas exhibitions and other events to publicize lumber produced in the prefecture. Creation of opportunities for business talks by inviting buyers from abroad.
- Holding of seminar on basics of trade to improve members' trading business skills.

1. Major Products

Lumber and other wood Products from Kumamoto Pref.

2. Main Export Destinations

Asia and other regions

3. Export Promotion Efforts

- Objectives and operation of the Council (founded in 2012)
 - For stimulating demand for lumber produced in Kumamoto prefecture, people involved in production, processing and distribution of wood products in the prefecture seek to strategically advance exports of value-added wood products by facilitating mutual cooperation, working out means to increase exports of lumber and developing new sales routes in Asian and other regions.
 - The Council was reorganized in fiscal year 2016 and has been operated with financial contributions from its members. It supports the members with their export promotion activities.
 - The Council holds study panels with experts and others to discuss challenges in exporting lumber.
 - The Council implements overseas market research and local sales activities.
 - For raising publicity of wood products produced in the prefecture and promoting exports of lumber, the Council participates in overseas exhibitions and other events and creates opportunities for business talks by inviting buyers from abroad.



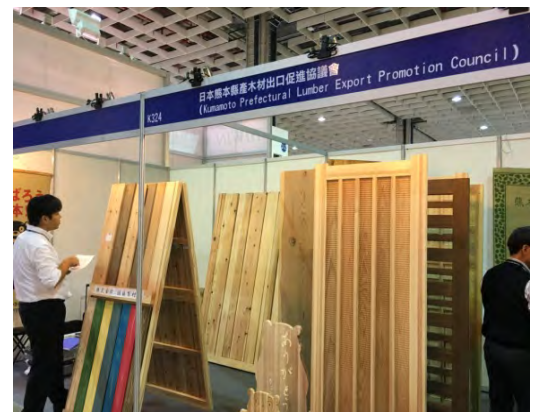
The Council and the Study Panel

4. Export Results (Outline of activities in 2016)

- Discussions and exchanges of opinions for export promotion in cooperation with the Japan Wood-Products Export Association.
- Seminars on China's needs for and uses of imported wood products.
- Seminars on basics of trade to improve members' trading business skills.
- Display at Taipei Building Show to enhance local recognition of wood products produced in the prefecture and conduct business talks with buyers.
- Creation of opportunities for business talks by inviting buyers from abroad (China, South Korea, Hong Kong and others).
- Local research conducted in Taiwan, Hong Kong, South Korea and others.
- Exports of samples to Hong Kong and others.

5. Problems and Solutions

- While it is considered that exports of value-added wood products will become important, many problems exist, such as difference between Japanese and foreign specifications, price discrepancies, requested lot sizes and competition with foreign lumber. Solutions will be sought in cooperation with the Council members.



Display at Taipei Building Show

6. Contact

Council for Promoting Exports of Lumber Produced in Kumamoto Prefecture
Secretariat : General Incorporated Association Kumamoto Prefecture
Association of Wood Society
TEL: +81-96-382-7919 FAX: +81-96-382-7893

II. High Value-Added Wood Products

11. Export of Products Made of Hardwood from Hokkaido (1)

Takizawa Veneer Co., Ltd. (Hokkaido)

- Export of original plywood called “PAPER-WOOD” made of colorful recycled paper and linden and white birch wood from Hokkaido to Europe and other markets.
- Export started this year due to appraisal as a plywood-based product with excellent design.
- To seek orders for not only products of in-house designs but also custom-made products using the PAPER-WOOD.

1. Major Products

Small interior items using original plywood called PAPER-WOOD made of colorful recycled paper and linden and white birch wood from Hokkaido

2. Main Export Destinations

The United States, Great Britain and France

3. Export Promotion Efforts

Exports began taking advantage of receiving the appraisal for the product as an ever unavailable item with excellent design.

4. Export Results

- 600 units of Paper Weight
- 100 units of Animal Puzzles

5. Problems and Solutions

- Much time needed to deal with contracts and other documents written in foreign languages.
 - Placing of staff members in charge of overseas operations.
- Small retail businesses are reluctant to import the products EXW is the only trade term currently offered.
 - The company only has short-term experience in exports and plans to adopt other trade terms once it becomes accustomed to the trading business.

6. The Way Forward

To seek orders for not only products of in-house designs but also custom-made products using the PAPER-WOOD.

7. Website

<http://www.takizawaveneer.co.jp>

8. Contract

100 Nokanan-cho, Ashibetsu City, Hokkaido 079-1372
TEL: +81-124-27-3111 FAX: +81-124-27-3113
E-mail: info@takizawaveneer.co.jp



Paper Weight



Animal Puzzle



Display at the Maison et Objet

12. Export of products Made of Hardwood from Hokkaido (2) Takizawa Veneer Co., Ltd. (Hokkaido)

- Export of laminated plywood (for acoustic speakers) made of white birch from Hokkaido to Indonesia.
- Export started as a result of receiving appreciation that sounds from white birch plywood speakers are better than plywood of other tree species.
- Conducting experiments on sounds from products using plywood of white birch and other wood, the company will propose plywood capable of generating sounds that cannot be copied by overseas products.

1. Major Products

Laminated plywood (for acoustic speakers) made of white birch from Hokkaido

2. Main Export Destination

Indonesia

3. Export Promotion Efforts

Export started as a result of receiving appreciation that sounds from white birch plywood speakers, which had not been produced in Japan before, are better than those from speakers using plywood of other tree species.

4. Export Results

15m³ per year

5. Problems and Solutions

When exports started, plywood warped due to a different degree of humidity in the export destination from Japan. The water content in the plywood was cut as a solution.

6. The Way Forward

Conducting experiments on sounds from products using plywood of white birch and other wood to present the evidence, the company will propose plywood capable of generating sounds that cannot be copied by overseas products.

7. Website

<http://www.takizawaveneer.co.jp>

8. Contact

1000 Nokanan-cho, Ashibetsu City, Hokkaido 079-1372
TEL: +81-124-27-3111 FAX: +81-124-27-3113
E-mail: info@takizawaveneer.co.jp



Laminated plywood using white birch



Speakers using laminated plywood of white birch
(Photo by courtesy of Yamaha Corp.)