



China Wood Species Inbound Trade Mission to North Carolina and West Virginia

*North Carolina and West Virginia
October 18-22, 2027*

Over the past two decades, China established itself as the global hub in furniture and wood-based product manufacturing, evolving from a low-quality re-exporter in 1990s to the leading consumer of high-end solid wood products today. Over time, China became the leading export destination for U.S. hardwood logs and lumber, and the Chinese market is becoming increasingly critical to U.S. industry as domestic hardwood demand slowed.

Of the \$1.5 billion of U.S. wood product exported to China last year, \$215 million were purchased from Southern United States. With the lifting of a ban on U.S. log in November 2025, it becomes prime opportunity to increase exposure and increase exports of Southern wood species products to China.

Participation Fee: \$35.00

- One-on-one meetings/facility visits with Chinese Buyers in West Virginia – October 18-19, 2027
or
- One-on-one meetings/facility visits with Chinese Buyers in North Carolina – October 21-22, 2027

Fee Includes:

- Pre-arranged one-on-one meetings with key buyers, importers, distributors, and/or brokers from China

Registration Deadline: **August 20, 2027** (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

Industry Focus: Forest Products

Product Description: Wood Species

Activity Managers

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)
and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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