



North Africa Wood Species Inbound Trade Mission to Tennessee & North Carolina

*Tennessee and North Carolina
February 1-5, 2027*

Egypt and Morocco are strategic gateways to the North African timber market and represent significant opportunities for U.S. hardwood and softwood exporters. Both countries have well-established furniture, joinery, interior fit-out, flooring, and construction industries that rely heavily on imported timber due to limited domestic forest resources. According to the American Hardwood Export Council (AHEC) and USDA Foreign Agricultural Service, U.S. hardwood lumber exports to the Middle East, North Africa, and Pakistan totaled **45,492 cubic meters** in the first half of 2024, with a value of **US\$37.8 million**, representing a **5.5% increase** over the same period in 2023. Shipments to Egypt continued to grow, while Morocco remains an important market for American hardwoods used in high-value manufacturing. Red Oak accounted for 56% of all U.S. hardwood lumber exports to the MENA region, highlighting the strong demand for American hardwood species across North Africa.

This trade mission provides U.S. suppliers with a unique opportunity to meet leading importers, distributors, manufacturers, and specifiers from Egypt and Morocco through pre-arranged business meetings and industry visits in Tennessee and North Carolina. By developing direct relationships with North African buyers, U.S. exporters can strengthen their presence in a growing, import-dependent region, diversify their export markets, and capitalize on increasing demand for premium, sustainably sourced American wood species across the furniture, architectural millwork, and construction sectors.

Participation Fee: \$35.00

- One-on-one meetings/facility visits with buyers in McMinnville and Knoxville, Tennessee – February 1-3, 2027
or
- One-on-one meetings/facility visits with buyers in Boone and Asheville, North Carolina – February 4-5, 2027

Fee Includes:

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

Registration Deadline: **December 1, 2026** (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 \(state.gov\)](https://www.state.gov/smart-traveler)
and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

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