



Europe Forestry Inbound Trade Mission to Alabama and Tennessee

Alabama and Tennessee
October 5-9, 2026

Europe has a significant demand for forestry products, including lumber. European markets often offer higher prices for forestry products compared to domestic markets. This can result in increased profitability for producers in the Southern U.S., making exports to Europe financially attractive. The forestry products industry in the South plays a significant role in the economy of the region, which has a rich forest resource base that supports a thriving forestry industry.

Exporting to Europe helps the SUSTA companies to diversify their customer base and reduce dependence on domestic markets. This diversification strategy can mitigate risks associated with fluctuations in domestic demand and prices. This event will bring buyers from Europe to Alabama and Tennessee, but companies from other states in SUSTA's region are welcome to participate

Participation Fee: \$35.00

- One-on-one meetings/facility visits with European buyers in Birmingham and Huntsville, Alabama – October 5-6, 2026
- OR**
- One-on-one meetings/facility visits with European buyers in Jackson and McMinnville Tennessee – October 7-9, 2026

Fee Includes:

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

Registration Deadline: August 6, 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: Forestry 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.

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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