

Forestry Outbound Trade Mission to Germany

Cologne, Germany
May 11-13, 2027

Germany is an established European market for U.S. hardwood lumber. In 2025, U.S. exports of sawn hardwood lumber to Germany reached 33,796 m^3, making Germany one of the leading EU markets for U.S. hardwood lumber. The country serves as both a significant end-user market and a gateway to broader European distribution networks, making it a strategic destination for U.S. exporters seeking long-term growth opportunities

This trade mission offers forestry companies from the southern U.S. an opportunity to gain firsthand insights into the German market, learn more about the wood processing and furniture industries, explore market opportunities and connect with relevant industry contacts.

The mission will also include a visit to Interzum in Cologne, the world's leading trade show for furniture production and interior design. Participants will have the opportunity to explore the show, learn about market and industry developments and connect with relevant companies and industry contacts.

Participation Fee: $600; **Early Bird Special:** $400 (if you register and pay before December 14, 2026)

Fee Includes:

- Pre-arranged one-on-one meetings with importers and wood processing companies
- Factory/site visits based on company interests
- In-country transportation to meetings
- Interpreter services (must be requested in advance)
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder*
- Reimbursement of lodging within the Federal per diem rate for one company representative with the submittal of required supporting documentation

*Fresh/frozen/chilled products may be subject to separate allowances

Participants must participate in all mission activities to be eligible for lodging reimbursement

Registration Deadline: February 1, 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

50% CostShare: Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

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.

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