

November 2024

# SAP&DC



## What's New In Export



Happy Thanksgiving!

In this newsletter:

- GAP Application Period 2
- Opportunities for PA Hardwoods
- BIS New Edition of "Don't Let This Happen To You"
- Market Updates
- Upcoming Trade Events
- Training

Your International Trade Specialist  
Joyce

## GAP Application Period 2

Accepting application January 13, 2025 thru February 28, 2025  
For activities occurring between  
March 2025 thru September 2025

Please contact [Joyce Hoffman](#) for more information and the application.

## Opportunities for Pennsylvania Hardwoods in the Australian Market

The Australian market presents promising opportunities for **Pennsylvania hardwood** companies, thanks to a variety of factors, including shifts in local forestry practices, demand for quality timber, and a growing preference for sustainable wood products. **Foley, Pennsylvania's authorized trade representative in Australia**, has provided a detailed analysis highlighting these key areas of potential for Pennsylvania hardwood exporters.

### Growing Demand for Imported Hardwood

Australia relies heavily on imported wood products due to its limited domestic supply of hardwoods. The total value of timber imports reached **A\$6.87 billion (~US\$4.5bn)** in **2023**, with U.S. hardwoods capturing a significant share of this market. American hardwoods, particularly **white oak, red oak, cherry, and maple**, have seen a rise in demand, primarily driven by Australia's reliance on these imports to meet local needs. Pennsylvania's abundant hardwood resources position it well to tap into this demand, especially as red oak continues to gain traction as a cost-effective alternative to white oak amid price volatility.

### Opportunities from Native Logging Restrictions

Recent **regulatory changes** in key Australian states are further boosting the demand for imported hardwood. Victoria and Western Australia, for instance, have implemented **bans on native forest logging**, reducing the availability of local hardwood and spurring imports. Victoria's forestry transition program and Western Australia's new conservation plans are particularly relevant for Pennsylvania exporters, as they are expected to lead to a sustained increase in demand for American hardwoods to compensate for the domestic shortfall. **Red oak** and other hardwood species from Pennsylvania could **fill the gap** left by Australian native hardwoods like Tasmanian oak and Victorian ash.

### Regional Market Insights

Each Australian state offers distinct market dynamics and opportunities. Victoria, heavily impacted by native logging restrictions, is increasingly reliant on imported hardwood for construction, furniture making, and interior design. Pennsylvania hardwood companies, especially those offering species like red oak, can capitalise on this trend by positioning their products as high-quality, sustainable alternatives. Western Australia and Tasmania, with a focus on eco-friendly forestry and imports, also provide attractive entry points, especially for companies willing to work with local distributors who understand the market and regulatory landscape.

### Key Industry Trends and Preferences

Australian consumers and industries are showing a preference for sustainably sourced and aesthetically versatile hardwoods. The **trend toward painted timber finishes for interior applications is growing, creating a niche for red oak**, which can be marketed as a more affordable alternative to white oak. Moreover, the popularity of hardwood veneers and engineered wood products opens further avenues for Pennsylvania companies, as these applications align well with Pennsylvania's hardwood offerings.

## Compliance and Biosecurity Considerations

Entering the Australian market requires adherence to strict biosecurity protocols, including measures to prevent the spread of pests like the Brown Marmorated Stink Bug. Pennsylvania companies must ensure that their timber meets Australia's quarantine standards, which may involve kiln drying or specific treatment processes. Foley can provide guidance on regulatory compliance and connect exporters with certified treatment providers to ensure a smooth market entry.

### Conclusion

Australia's evolving hardwood industry, driven by regulatory changes and shifting consumer preferences, offers substantial opportunities for Pennsylvania companies. With a strong market for red oak and other hardwoods, and a demand for sustainable, imported timber products, Pennsylvania hardwood exporters are well-positioned to establish a robust presence in Australia. By leveraging local partnerships, focusing on compliance, and adapting to market trends, Pennsylvania companies can tap into this growing market and meet Australia's increasing need for quality hardwoods.

Source: PA Authorized Trade Representative Australia

## BIS Releases New Edition of “Don't Let This Happen to You!”

**Washington, D.C.** – Today, the Department of Commerce's Bureau of Industry and Security (BIS) Export Enforcement published an updated version of [Don't Let This Happen to You!](#), a compendium of case examples highlighting BIS criminal and administrative enforcement efforts. The publication was last updated in July 2024.

The updated version includes new enforcement cases involving: the first Disruptive Technology Strike Force case to result in a stand-alone administrative penalty; a criminal case against an illicit Russian procurement network; a criminal case where export-controlled items were smuggled outside of the United States and used in an assassination plot; an administrative case against a semiconductor wafer manufacturing company for unauthorized shipments to a party on the Entity List; and violations of the antiboycott regulations. Exporters are encouraged to review the publication, which provides useful illustrations of the type of conduct that gets companies and universities in trouble.

BIS Export Enforcement protects and promotes U.S. national security by aggressively investigating violations of export control and antiboycott regulations and by partnering with industry and academia to facilitate compliance with those regulations.

BIS urges everyone to report suspected export control violations through the BIS Office of Export Enforcement online [tip portal](#). You can also call the Enforcement Hotline at 1-800-424-2980 or email [EELead@bis.doc.gov](mailto:EELead@bis.doc.gov).

More information about the work of Export Enforcement to keep our country's most sensitive items out of the world's most dangerous hands can be found at <https://www.bis.gov/enforcement>.

## Market Updates

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- The Fortnightly, News on Business in the Middle East Region [Click Here](#)
- South East Asia [Click Here](#)
- South Korea [Economic Brief](#)
- China [Briefing](#)

## **Upcoming Trade Events**

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**Trade Mission  
South Korea**  
April 6-11, 2025  
Multi Sector  
Contact: [Zoe Munro](#)

**Expo Pack Guadalajara 2025  
Mexico**  
June 10-12, 2025  
Packaging & Processing  
Contact: [Christa Mummau](#)

**PARIS AIR SHOW 2025  
Paris**  
June 16-22, 2025  
Aerospace Industry  
Contact: [Theresa Brennan](#)

## **Training**

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## **Webinars**

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### **SAP&DC Free Webinar Series**

All webinars will be from  
10:00 to 11:00 am EST

The presenter will be  
Bob Imbriani  
of  
Team Worldwide

**Importing Techniques, Documentation & compliance**  
January 22, 2025  
[Register Here](#)

**Transportation Pricing & Cost Reduction**  
February 19, 2025  
[Register Here](#)

**Supply Chain Management**

March 26, 2025

[Register Here](#)

**International Contracts & Distributor Agreements**

April 23, 2025

[Register Here](#)

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## Seminars

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No new seminars at this time.

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From our Partners:

**PennTAP**

Has multiple resources for your company to utilize at no cost or minimal cost

Contact: [Amy Jorden](#)

**IMC (Innovative Manufactures' Center)**

IMC has multiple training sessions for your business

Webinars and Seminars

You can [click here](#) to see what is available

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## Training Webinars You May Have Missed?

No worries, watch our recorded sessions!

Click on the topic of your choice below to be routed to the recording!

- [US Foreign Corrupt Practices Act](#)
- [Near Shoring as Opposed to Off Shoring. Why Choose the "Americas"](#)
- [Classification Under The US Harmonized Tariff & Schedule B](#)
- [Understanding ITAR Classification & CJ Filing Requirements](#)
- [Export Controls Under Export Administration Regulations \(EAR\) & Changes Under Export Control Reform \(ECR\)](#)
- [Incoterms, Landed Cost, Payment Methods, How do these relate to pricing your Product?](#)
- [Commercial Documents for Exports](#)

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