

THE CUTTING EDGE

WOOD MACHINERY MANUFACTURERS OF AMERICA

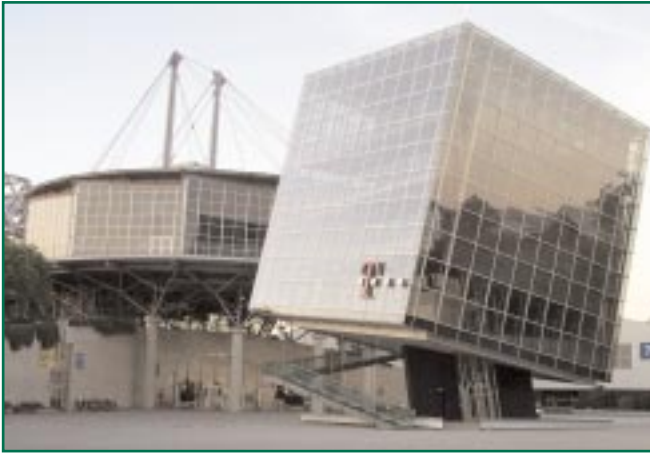
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Ligna 2001: Still the World's Largest Woodworking Equipment Fair

Kenneth R. Hutton, WMMA Executive Vice President

Harold Zassenhaus, WMMA Export Director



With 1,930 exhibitors from 49 nations, 1 in 2 exhibitors coming from outside Germany and more than 100,000 visitors from all over the world, Ligna (Hannover, Germany May 21-25) was again the major fair for the industry. Members serious about competing overseas should be present at Ligna.

Continuing the trend since we began keeping statistics 10 years ago, the number of WMMA exhibitors increased. A total of 34 members exhibited product at the fair compared with 32 in 1999. After years of being a 7-day event, then in 1999 a 6-day event, Ligna was reduced to a 5-day fair this year. Even with one fewer day, the aisles seemed less crowded than in 1999, despite official figures from Hannover Messe to the

contrary. Results of exhibiting members varied. Some felt it was an excellent show even though the industry outlook does not look particularly bright. Others felt the number of quality leads was down and/or were disappointed in their results. Many members felt the new Hall arrangements for Ligna resulted in their being in the wrong hall and created visitor flow problems.

For the first time ever, Hannover Messe allowed country and/or association-led pavilions on the floor. The WMMA opted to take out a stand in the USA pavilion in Hall 16. We also kept the information stand provided gratis in the international country association's area in Hall 23. Six members shared the WMMA stand in Hall 16, worked out of the booth and displayed product literature. Members also took advantage of the pavilion's exhibitor's lounge for drinks, snacks, meeting room, phone and fax. In Hall 23, members could take advantage of conference facilities as well as phone and fax. Over 1,800 WMMA Buyers Guides (printed and CD versions) were distributed. Again, we relied on member exhibitors to distribute some of Buyers Guides from their stands. Thanks again to all members who supported us.

The WMMA prepared and posted on the website in advance a guide to Ligna 2001. It provided information on the WMMA booth, transportation options to and around Hannover, a map of the fairgrounds, weather conditions, accommodation options and a few do's and don'ts to assist those exhibiting as well as attending. It can always be improved and we welcome comments from all.

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Anaheim Show News

AWFS, Update:

Linda Buckner, The Robert Allen Group
President, Association of Woodworking & Furnishing Suppliers®

Wow! You won't believe the new look of the 2001 AWFS Woodworking Machinery and Furniture Supply Fair this August – our largest Fair ever!

The 2001 Woodworking Fair, will be a new experience for all of us, as the convention center and "Anaheim Resort" have been completely remodeled. A large glass-walled lobby entrance runs the length of the entire Anaheim Convention Center, welcoming attendees to come in to register. From there, they'll enter a super convention hall, where they can stand at the end of Hall A and see clear through to Hall D. Exhibitors will be easy to find, and the open expanse provides the perfect setting for business to take place.

Those who want to mix business and pleasure can take advantage of the new restaurants and entertainment in the Anaheim Resort, including Downtown Disney and the new theme park, California Adventure.

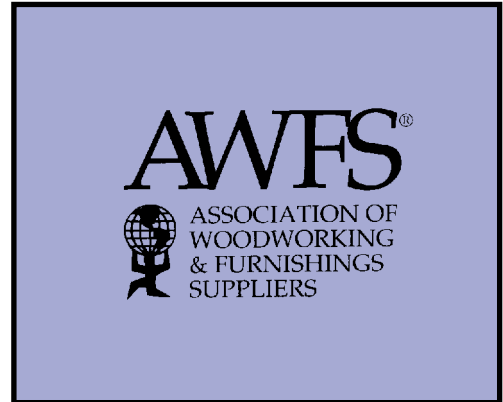
The seminars of the College of Woodworking Knowledge, will be easy to find as well...the entrance is direct, via escalator from the main lobby. Our committee worked diligently to select topical issues relevant to our industry.

Our second Student Design Contest now has a wonderful new display area... at the base of the main escalator that descends from the main lobby to the lower lobby level at the main entrance to Hall E. It is visible from the main lobby floor and gives visitors descending the escalator a unique view of the pieces. Another new feature this year is a People's Choice Award. Exhibitors and attendees will get to cast their personal ballot for their favorite entry. The awards will be presented the first evening of the show. We invite you to participate by turning in your ballot the first day.

The AWFS, SupplierFinder website, which lists exhibitors and non-exhibitors, continues to draw thousands and serves as a networking tool for buyers to find suppliers. All those in the industry are invited to register as a supplier or buyer, at no charge. If you're not already registered, do it today at www.awfssupplierfinder.org. If you are registered, make sure your listing is up to date. We are receiving inquiries from buyers all over the world and you don't want to miss out.

The unprecedented demand for exhibit space... both more space from many returning companies as well as many new exhibitors...means there will be more products on display than at any previous show. Attendee pre-registration is up – over 24% from this time in 1999 – and we are expecting a banner crowd of qualified buyers and people in the trade. Hall E will be open at 9 a.m., facilitating easy entrance through the parking areas directly into Hall E and then to the rest of the Fair at 10:00 a.m.

For WMMA members who are exhibiting...See you in Anaheim at our Exhibitor Party at the Hilton; 5:00 p.m. on Wednesday, August 1.



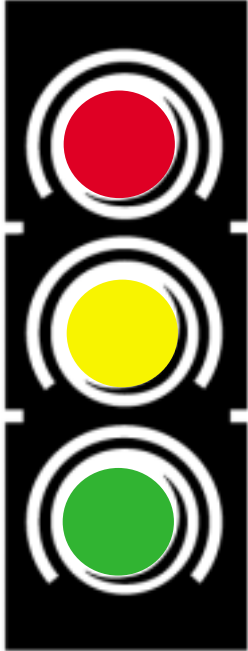
WMMA Press Tour Scheduled for Anaheim

Any WMMA member exhibiting at the AWFS® Furniture Supply Fair can take advantage of this FREE opportunity to showcase new products to the distinguished members of the trade press. Members of the press will be brought around on a "travelling tour" to all participating WMMA members' booths on Wednesday, Aug. 1 from 1:00 pm – 3:00 pm.

The sign-up information has been sent out to all WMMA members via email and must be returned to WMMA headquarters by July 2. If you would like more information on the WMMA press tour, please contact WMMA at www.wmma.org. Don't miss out on this FREE member benefit! Respond today. Click here for more information on the WMMA members' press tour.

“Stop with WMMA, GO with American Technology” Theme Continued for Anaheim

To highlight the WMMA members exhibiting at the AWFS Furniture Supply Fair 2001, the WMMA Industry Marketing Committee is supplying flashing stoplights to the 130+ exhibiting WMMA members. These same lights were used during IWF 2000. This year, the committee has added a die-cut sign to connect to the stoplight and deliver the show theme message, “Stop at WMMA Member Booths, Go with American Technology.”



The stoplight and sign have been designed to fit together as one piece. The sign is made from 1" foam core and has been die-cut so that it will fit around the light. To show this eye-catching display in your booth, a sturdy easel is attached to the back of the sign so that the stoplight and sign can be placed on a table, on top of your machine, on the floor, etc. Secondly, if surface space in your booth is limited, a hook has been included that attaches to the back of the light and can easily be hung on the show drapery cross-poles around your booth. The light includes a 6-foot electrical cord and plugs into a standard electrical outlet.

If you exhibited at IWF 2000 and no longer have your original stoplight, one will be provided for you at the show. Details on where to pick up these stoplights will be provided at a later date. Watch your email and the Members Only section of the website for more updates.

This “show theme” is being further marketed with a 1/2 page island, four-color ad with pre-show placements in FDM, Wood Digest, Wood & Wood Products, Modern Woodworking and the WMMA Special Section in the summer issue (July) of the Marketplace publication.

In addition, a miniature printed advertisement will be placed in every badge holder at the show.

WMMA Members: Stop Traffic at Anaheim 2001

WMMA will make it easy to find its members in Anaheim this year. The Association is continuing its promotion from IWF'00 under the theme of “STOP with WMMA; GO with American Technology.”

Every WMMA member company exhibiting at Anaheim will again have a traffic light, complete with flashing red, yellow and green lights as well as a placard explaining the concept. The placard and lights will be distributed on site in Anaheim. This will allow visitors to easily identify WMMA member booths. Watch your mail for further details on this.

Helpline” from WMMA’s Management Information Committee

Editor’s Note: The following is another in a series of “Helpline” articles sponsored by WMMA’s Management Information Committee. Typically, subjects relate to topics of general management interest. Do you have a topic that you would like to see the Committee address? If so, please email WMMA Management Headquarters at wmma@fernley.com. Also, if you are interested in submitting an article that you think the WMMA membership would find of interest or help, please let us know.

Trade Show Tips in Preparation for AWFS Show in Anaheim

With the Anaheim Show less than 2 months away, it’s time to start thinking strategy. The Anaheim Show is this year’s biggest U.S. woodworking equipment exhibition. It’s not too early to start thinking about how to attract quality customers to your booth. The following are ten tips on winning strategies for successful exhibiting from trade show expert Dr. Allen Konopacki. Dr. Konopacki spoke at the 1999 WIC in Maui.

1. Have Fun! If you’re not enjoying yourself, your negative attitude will become contagious.
2. Be Approachable! Avoid ‘pitch posture’ such as arms crossed, hands in pockets and leaning on counters.
3. Be a Greeter, Not a Guard! Don’t stand behind a counter or in front of the equipment on display. Stand off to the side.
4. Drink Plenty of Water. Avoid dehydration by consuming at least four glasses of water per day.
5. Avoid Radar Vision. Don’t immediately look at a person’s name badge. It shows that you’re trying to evaluate. Make eye contact, greet and introduce yourself.
6. Avoid Clustering. Prospects tend not to interrupt two or more staffers in a discussion.
7. Avoid ‘May I Help You?’ as this greeting prompts a ‘No, thank you’ reply. Welcome them first, and then find out their interest.
8. Smile, Smile and Smile again! When you smile you send a message to your body that you feel good and your attitude creates a positive impression.
9. Look Attentive. 56% of the impression a visitor makes about the exhibit is based on nonverbal body language.
10. Take Notes! 50% of what people say is forgotten in 60 seconds. Make a note on a lead form of key comments.

MEMBER NEWS

Midwest Automation

Guido Michelutti has recently taken the new position of Director of Market Development for Midwest Automation. He comes to MWA with 25+ years of experience in the equipment manufacturing industry and with a multi-lingual background in engineering, operations, and international sales and marketing.

Carter Products Has New Address

Congratulations to Carter Products Company, which has recently moved to a new, larger facility in Grand Rapids. Please note their new address: 2871 Northridge Drive NW, Grand Rapids, MI 49544. Ph: 616/647-3380. Fax: 616.647.3387. E-mail: sales@carterproducts.com; www.carterproducts.com.

Lacey-Harmer Company

The Lacey-Harmer Company has been selected as the exclusive North America Sales Representative for the original Easy Empty Self-Dumping Container. “The Orange Box” is a top loading container designed specifically as a hands free safety oriented unit. It has a unique gravity activated dump door release mechanism that automatically resets, locking the door. There is no need for the forklift driver to leave the forklift. Distributor Inquiries are welcome. For more information on “The Orange Box”, call 1-800-367-9992, fax 503-222-0073, e-mail: info@laceyharmer.com or visit our web-site at www.laceyharmer.com.

PROFIT THROUGH AMERICAN TECHNOLOGY



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G. A. Taylor Fernley	Management Liaison
Sheldon London	Legislative Counsel
& John Satagaj	1010 Massachusetts Ave. NW, Suite 400 Washington, DC 20001 (202) 639-8888
Harold Zassenhaus	Export Director 7768 Woodmont Ave. Suite 214 Bethesda, MD 20814 (301) 652-0693
Joseph Mc Hale	Legal Counsel

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The opinions expressed in any articles by outside consultants are their own views and not necessarily those of the WMMA®.

Association News

Editor's Note: This is the fifth in a series of features discussing WMMA programs and services available to the membership.

Did you Know...

...that 7.6% of the 2000 WMMA expense activity provided quality, professional representation on federal legislative and regulatory issues? Representation is achieved three ways: with the Legislative Counsel of London & Satagaj; through the Association's affiliation in the National Association of Manufacturers (NAM); and among a dozen coalitions.

Key committee projects during 2000 included:

- Focusing on an intensive rule-setting exercise for ergonomics throughout the year. Members were informed about implications of The Ergonomics Rule, which would have had a double impact on wood machinery manufacturers as employers as well as designers and builders of workplace machinery for customers.
- Continuing efforts to seek a fair, uniform statute of repose failed, given the political dynamics within the Senate and White House.
- Distributing the ATRA newsletter and Legislative Watch on product liability activity in the states.
- Informing members through monthly columns in The Cutting Edge about the latest federal issues potentially impacting members' businesses and daily lives.
- Continuing the financial support for the coalition working to resolve wood dust levels and containment. WMMA maintained its commitment to the health of the industry by funding, for the third year, a request of \$20,000 per year for six years as its share of the wood dust study conducted by Tulane University.

During 2001, the Committee has maintained its focus beyond product liability reform legislation:

- Committee members were among the first to personally contact their elected officials about two issues:
 - (1) the ability to use The Congressional Review Act (CRA) to rollback The Ergonomics Rule; and
 - (2) the need for immediate, meaningful tax relief to individuals as a means to stimulate the economy and pull wood products through the distribution channel.

Success was achieved on both fronts prior to the change in the balance of power within the Senate.

- Efforts to include OSHA in multiple ways involving the industry's safety standards will continue..

WMMA joined a coalition with other capital good manufacturers in seeking to reform the depreciation system and to spur business investment, continued technological advances, and productivity growth.

Quarterly updates on relevant legislative and regulatory issues continue to keep members informed on matters "inside the Beltway." The Committee, however, needs to hear directly from you the membership on what issues of concern exist for your businesses, your employees, and you. Please discuss those with:

- Committee Chairman Chuck Brink at (541) 389-8776 or Email at chuck@msl-lc.com;
- Legislative Counsel Sheldon London or John Satagaj at (202) 639-8888 or Email at email@lonsatlaw.com; or
- Staff Liaison Ken Hutton at (215) 564-3484 x215 or Email at khutton@fernley.com.

When Life Hands You Lemons, Make Lemonade

John Satagaj, London & Satagaj

It is a good thing we got the ergonomics rule repeal and the tax relief bill out of the way when we did! As you know, Senator James Jeffords (I-VT) sent the Senate and Washington into a tizzy by announcing he would vote with the Democrats in organizational matters in the Senate.

Truth be known, the changing of the guard in the Senate was only a function of time. Given the composition of the Senate and the health condition of certain Senators, most of the Senate assumed there would be a switch at some point in this Congress. Yet, when the moment arrived, it still sent shockwaves through the city. Having Senator Jeffords switch because of his treatment within the party resonated in a much different way than if the switch had come as the result of the appointment of a Democrat to fill a vacant seat.

One has to analyze this change on several different levels. First, what does this mean for the President? As someone who ran on a platform of being a “uniter, not a divider,” it certainly did not help to have a member of the President’s own party suggesting he was bailing out because he did not feel welcome. On the other hand, to be successful, the President already knew that he had to cobble together bi-partisan coalitions on an issue-by-issue basis. In that sense, the strategy has not changed, he must still do so.

If the Democrats prove to be too obstructionist in nature, it might be possible for the President to turn the sow’s ear into a silk purse in the 2002 Congressional elections. He could argue that he needs the majority support to restore his agenda to the action list. We will see if the Democrats are smart enough not to overplay their hand.

One of the most obvious changes in the Senate will be the installation of Democratic chairmen as heads of

committees. From our perspective, the most dangerous may be the return of Senator Ted Kennedy (D-MA) to the chairmanship of the committee with jurisdiction over labor and health matters. By the time you read this, I fully expect Senator Kennedy and his bi-partisan friend John McCain (R-AZ) will have forced the so called “patients’ bill of rights” bill to the floor. This is the bill that requires health care coverage providers to offer certain benefits and provide certain procedural rights to those individuals covered by their plan. I fully expect a bill to pass. The President is on record supporting some action, and there is a counter proposal on the table that was introduced by Senator Bill Frist (R-TN). Whatever does pass, one thing is certain, your health care costs are going to go up.

We can also expect a Senate vote on a minimum wage. At this point, I am not sure which way the vote will go. The Republicans in the Senate still maintain filibuster strength. (Remember, it takes 60 votes to shut off a filibuster). The Republicans can simply filibuster the bill to death. On the other hand, there is a grudging, but growing, acceptance of a minimum wage increase if it contains a variety of offsetting small business tax relief provisions, such as an increase in the amount a business can expense in the year of purchase of capital equipment.

The pressure for some sort of deal will come not only from those that want a minimum wage increase but also from those who see the legislation as the only vehicle for providing some additional tax relief.

Indeed, all other tax relief legislation is dead for the time being. WMMA has been promoting a plan to accelerate depreciation time schedules across



the board. If Washington wants to restart business investment in capital equipment, making changes to allow for faster tax write-offs cannot hurt. But having bitten the bullet on the income tax relief bill in order to get Senator Jeffords on board, I don’t believe the Democrats are in the mood to do much more.

The odds for any legal system reform, including our statute of repose proposal, have gone from bleak to dismal. We might see a few environmental reforms such as changes to Superfund to let smaller “responsible parties” off the hook for liability.

While securing chairmanships is an important privilege of majority status, the really important change is less obvious. Senate Majority Leader Tom Daschle (D-SD) now has the right to determine what legislation comes to the floor. That is why we will see a patients’ bill of rights bill and not a legal liability reform bill on the Senate floor.

I am still upbeat. We have a pro-business President and a pro-business House. The pro-business block in the Senate can use the filibuster weapon to extract concessions. The key to continued success is that bi-partisanship must become a reality rather than merely a phrase.

Product & Engineering Standards

Workplace Safety and Machine Operator Training

By James E. Laster, Newman Machine Company

When any machinery manufacturer ships a machine to a customer that shipment will include user training instructions. Those instructions may come in many forms; personal training via a field service or training technician, video tape, CD's or DVD's, manuals and other written materials are typical. Most of us do a good job of the initial startup and training process, after all, it is part of the sale. But what happens after the initial training? What happens when the trained operator is out of work or worse yet, ... quits? Who will train the new operator? What will be the form of the training? It is the responsibility of the owner of the equipment to provide the proper training to assure the safe and proper use of the equipment operating in his facility. Our customers are issuing a cry for help! They have been asking for improved manuals and training materials to use in operator training.

The opportunity for WMMA members to partner with members of woodworking industry trade organizations and develop improved training programs for wood machining could be right around the corner. In a recent informal discussion with members of AFMA and KCMA, we considered the opportunity of developing training curriculum for typical woodworking processes. Both organizations have expressed an interest in cooperating with the P&ES committee in designing and developing a work processes training curriculum for wood machining.

The opportunity that we now have could lead to the development of a certification process for woodworking processes that would be similar to that of the NIMS Level I, II & III Certification for Metalworking Skills. This discussion is in the early stages among the members of the P&ES committee and we are attempting to examine all of the possibilities in such a project. The manufacture of a particular piece of woodworking machinery is intimately familiar with the processes involved in the proper and safe operation of his particular machine. If WMMA members tapped into this resource of knowledge and assisted the end users in developing training materials focusing on the process rather than the machine then this new training material would be a valuable supplement to the machine specific material provided by the machine manufacturer. WMMA could provide the training materials to the member companies who would provide the training materials to their customers as appropriate for any particular machine. The materials could be used in regional trade show seminars, which could focus on safety in the workplace. With trained instructors the woodworker company could even choose to train and certify their workers in wood machining processes. The possibilities abound! The end result should be a better trained and safer worker.

If you are interested in providing training materials specific to processes that involve your machine or if you wish to share your opinion concerning this project please contact Jim Laster via email at [jelas@aol.com](mailto:kelas@aol.com)

Foreign Buyers Program Debut's at AWFS® Furniture & Supply Fair

By Harold Zassenhaus, WMMA Export Director

Up to fourteen foreign distributors and representatives in the furnishings and woodworking industries will be invited to attend the **AWFS®, Woodworking Machinery & Furniture Supply Fair®**, August 2-5, 2001 in Anaheim, California, USA, as guests of WMMA and AWFS,. The objective of the Foreign Buyer Program is to expose members to qualified, aggressive international distributors while recognizing their importance to the US industry. The best way to

do that is to make it easy for the dealer to come to the US and see with his/her own eyes, the benefits of representing a member's line.

You can click here to preview the profiles of the first 7 foreign representatives who have will attend the AWFS, Woodworking Machinery & Furniture Supply Fair under the program. Information on the remaining 5-7 companies who will be attending the AWFS®, Woodworking Machinery &

Furniture Supply Fair will be available at a later date. Each company has been nominated by and is a representative of at least one AWFS® or WMMA member. Each listing includes contact information, sales territory covered, number of years in business, number of employees, lines carried as well as the representative's stated interest in attending the **AWFS®, Woodworking Machinery & Furniture Supply Fair®**.

continued on next page

Export Development

Foreign Buyers Program Debut's at AWFS® Furniture & Supply Fair

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The information is provided so you can begin contacting those that fit your interests, and continue discussions during, before or after Anaheim. For your information, the following activities have been arranged for each representative.

You are welcome to participate:

- A press conference is scheduled for Friday, August 3 from 12:00 – 1:00 p.m. *All award recipients will be available at this time.* Place will be announced shortly.
- A briefing is scheduled for Wednesday, August 1 ("Dealer Day"), at the International Visitors Lounge from 9:30 – 10:00 am after which they will be given a tour of the exhibit halls and then will be encouraged to

visit exhibitors stands. You will be able to spot foreign buyers by their distinctive exhibitor badge.

- The *International Visitors Lounge* will serve as a welcome respite where they can review information gathered or conduct a meeting. Complimentary beverages will be available.
- *Translator/Facilitator Assistance* will be provided to those representatives that need it. To date, all those selected speak excellent English.
- *Sunset Dinner Cruise.* Friday, August 3. Complimentary registration for this popular

evening dinner cruise of the Newport Beach harbor has been extended to each foreign representative. This is an ideal time to get to know some of the exhibitors. Busses leave from the front of the convention center just after the show closes for the evening (last bus leaves at 6:30 p.m.) and bring you back around midnight.

The Foreign Buyers Program benefits every WMMA member interested in expanding sales overseas. If you have questions about the above or the program, contact Harold Zassenhaus, Export Director, WMMA at (301) 652-0693; fax 301.986.1389 or Email: zemg@erols.com.

US Import and Export Trade Statistics

As an addition to this article, we are reporting US import and export figures for the 1st quarter of 2001. Statistics are reported for all woodworking equipment and its three component parts: machines, cutting tools and, accessories and parts. The following is a summary of major trends.

Harold Zassenhaus is available to provide US export and import data on specific product categories. For more information, contact him at (301) 652 0693; fax (301) 986 1389 or e-mail: zemg@erols.com.

Exports

Exports of all woodworking equipment (machines, cutting tools plus parts and accessories) grew by 2.5% for the first quarter 2001, continuing the trend in 2000. Within the group, exports of machinery were up 11%, year on year, cutting tools dropped 4% while parts and accessories dropped by 9% from 2000 levels.

The following chart highlights the value and percentage changes in exports to the industry's major trading regions of the world.

US Exports, Woodworking Equipment January–March 2001

	\$ Millions 2001	% Share 2001	% Change 2001/2000
Canada	21.9	34.2	-22.6
Western Europe	14.5	22.7	38.2
East Asia -9	6.4	10.0	26.2
Mexico	5.1	8.0	-12.8
South/Central America	4.4	6.9	-38.2
Eastern Europe	1.0	1.5	-23.9

Export Development

NAFTA

For the 1st quarter 2001, Canada and Mexico accounted for 42% of total exports, a drop from 52% of calendar year 2000. The decline was due to a significant slowing of shipments of almost all types of US woodworking equipment to Canada and a drop in exports of woodworking machines to Mexico.

Western Europe

Sales reversed the calendar year 2000 trend and increased a healthy 38%, largely due to sales increases to the UK and Germany.

East Asia-9

Exports to the region (China, Hong Kong, Indonesia, Malaysia, the Philippines, Singapore, South Korea, Taiwan and Thailand) continued to rebound, largely due to cutting tool sales. Shipments to China, Hong Kong and Indonesia recorded 100% plus increases while exports to Malaysia declined year on year.

On a related note, shipments to Japan soared to \$6 million for the quarter, three times the value shipped in the 1st quarter of 2000. Much of the increase was due to \$3 million in sales of laminating equipment.

Central/South America (excluding Mexico):

Exports slowed as shipments to Brazil dropped by 80%+, while exports to Chile increased 38%.

Eastern Europe

Sales from a small base declined largely as a result of slowed sales to Poland.

Imports

For the first time in over 3 years, imports dropped albeit only 2%. Imported machinery accounted for 60% of the total or \$173 million while cutting tools accounted for 27% and parts and accessories 13%. By region, the story looks like this:

US Imports, Woodworking Equipment

	January - March 2001		
	\$ Millions	% Share	% Change
	2001	2001	2001/2000
Western Europe	124.5	43.9	13.1
East Asia -9	99.7	35.1	-13.3
Canada	20.2	7.1	-6.2
Mexico	2.7	0.9	-48.8
So. /Central America	0.9	0.3	-19.2
Eastern Europe	0.6	0.2	62.8

East Asia

The region supplied 35% of all US imports. Reversing last year's trend, the region's importance dropped. Imports from Taiwan, our number one supplier dropped by 16% to \$77 million for the quarter. Imports from China, however, continued to grow albeit at a slower rate (8%).

Western Europe

Imports from the region reversed the 2000 calendar year trend, increasing by 13%. Imports from our number 2 and 3 suppliers, Germany and Italy, both increased (18% and 2%, respectively). Other country suppliers like the UK, Austria, Sweden, Spain and France also recorded increased shipments to the US.

Canada

The country continues to be a strong supplier to the US, although its shipments to the US dropped slightly.

Eastern Europe

From a small base, imports from Eastern Europe continue to increase rapidly, mainly from Slovenia and the Czech Republic.