



AMERICAN
SOFTWOODS
LATAM

SPIB® No.
KD19 HT 710

MEXICO



Mexico Northern States





Mexico Central States

Mexico Central States



Mexico - South of Mexico & Coastal Areas



A stylized map of Central America and the Caribbean region is shown in white outline against a dark blue background. The map includes the northern part of South America and the Caribbean islands. A series of white lines radiate from the central part of the map, creating a sunburst effect. The text 'CENTRAL AMERICA & CARIBBEAN' is written in a bold, white, sans-serif font, slanted upwards from left to right, positioned in the lower-left quadrant of the image.

**CENTRAL AMERICA
& CARIBBEAN**

Dominican Republic



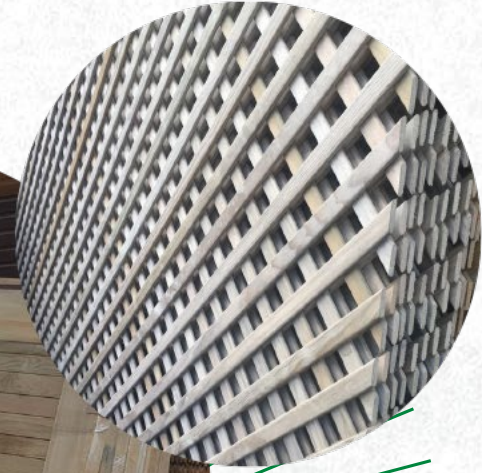
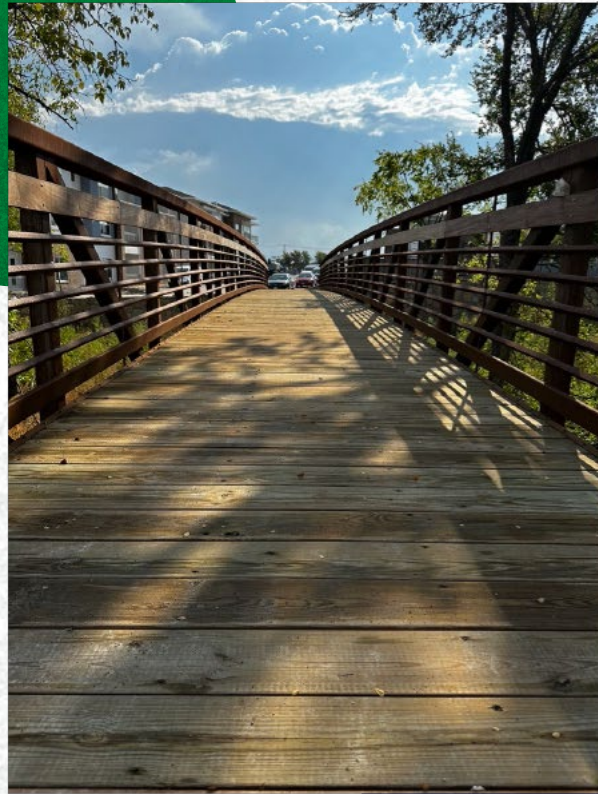
Panama





Costa Rica

Guatemala



SOUTH AMERICA



PERU



PERU

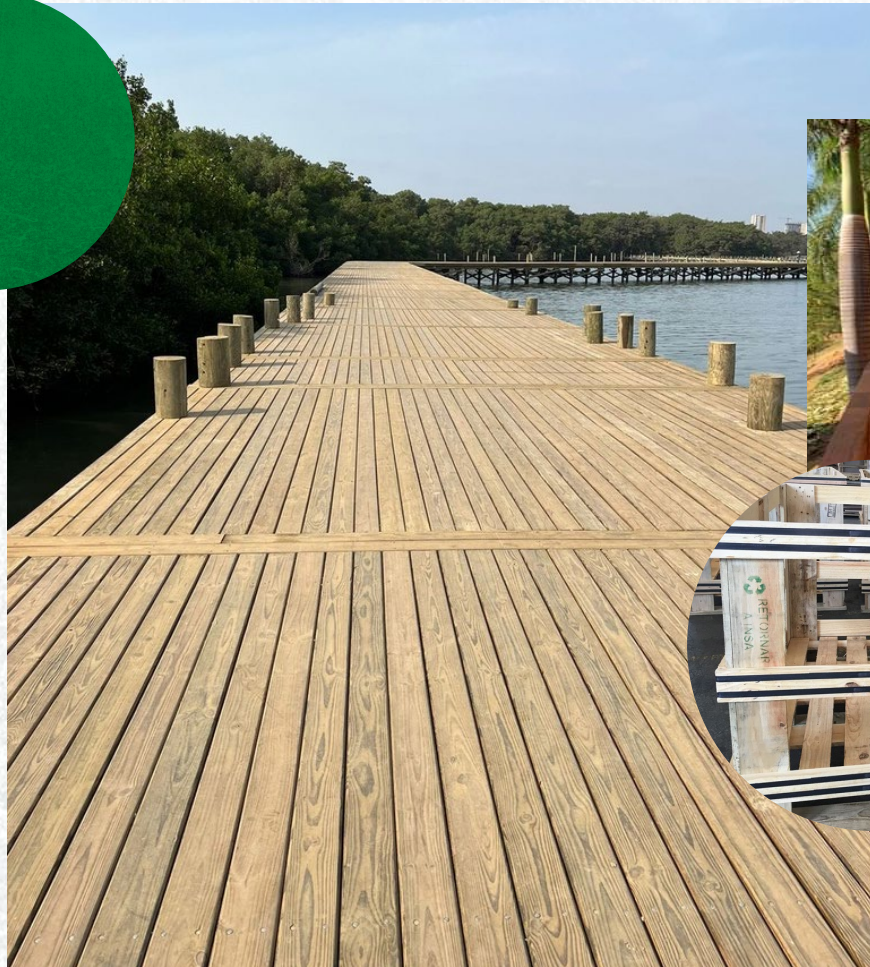


COLOMBIA





COLOMBIA



COLOMBIA

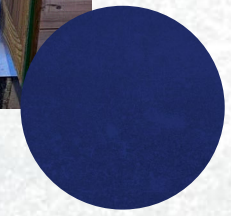
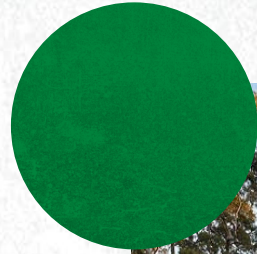
COLOMBIA





COLOMBIA

Uruguay



Why Southern Yellow Pine? Peru

Juan Carlos Quino



“ Let the architect imagination flow: wood is structurally flexible for design; wood is a versatile and flexible material that can be used to create a wide variety of structures. ”

Why Southern Yellow Pine? Colombia

Martin Alcaraz



“ Using SYP at the construction site has better acoustics, thermal performance, fast installation, sustainability ”

Why Southern Yellow Pine? Mexico

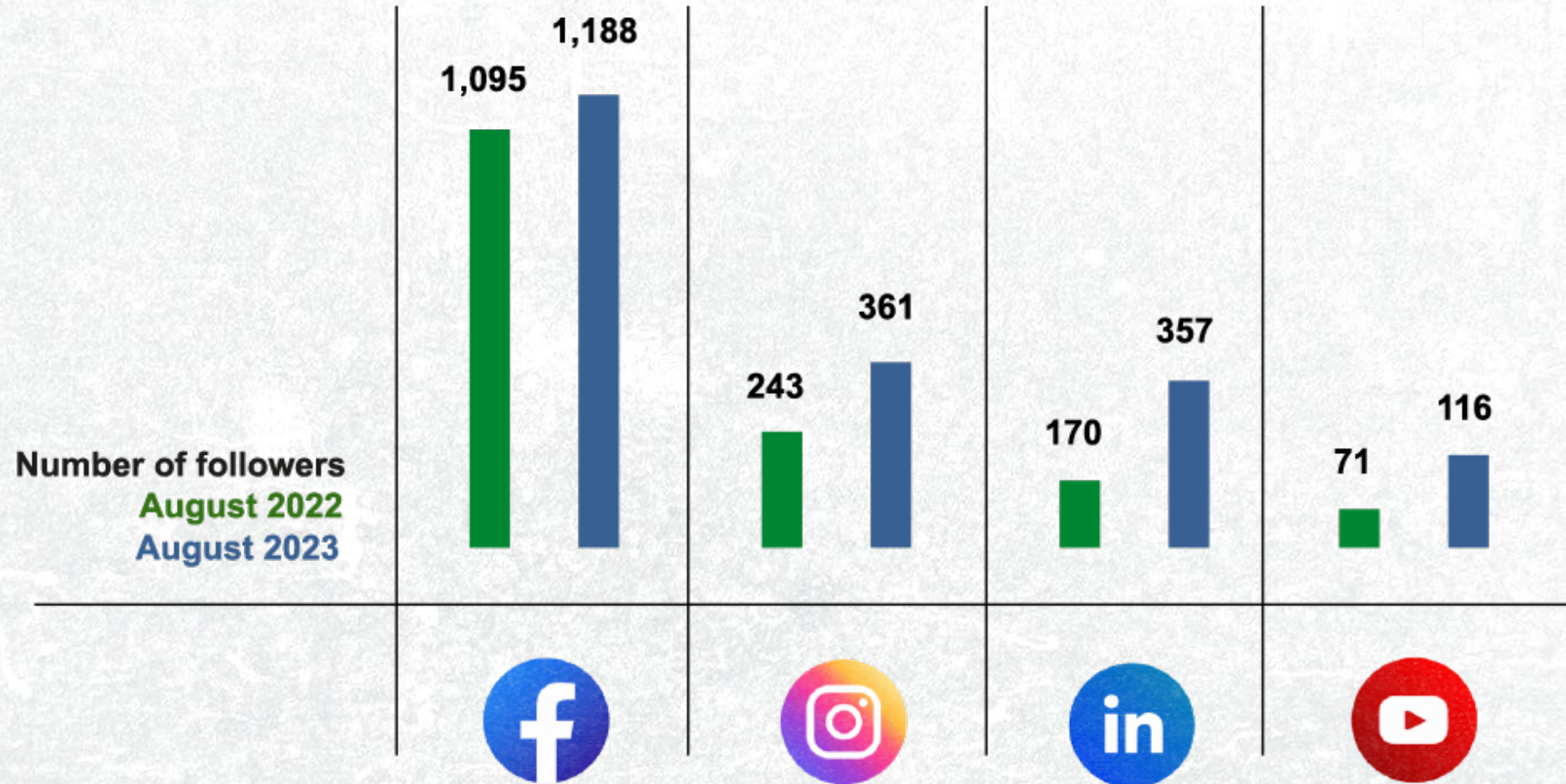
Leonel Guadiana



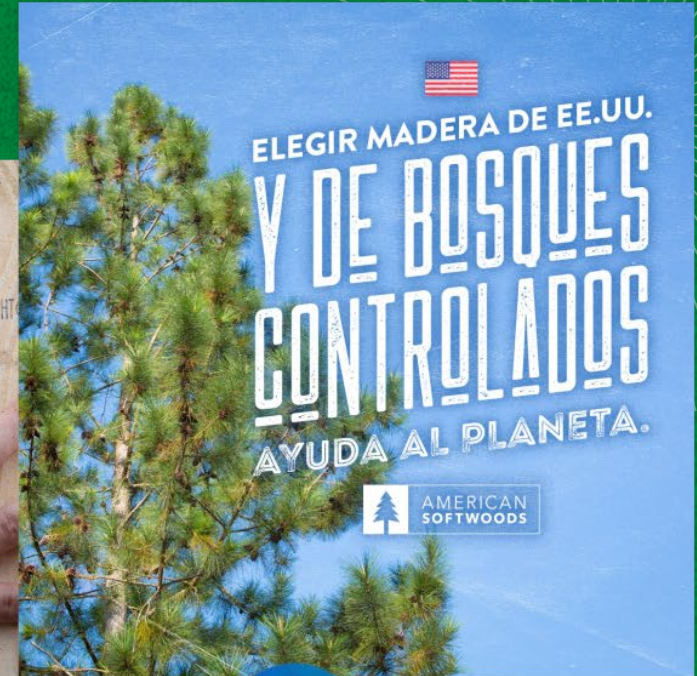
“ Working with SYP is fast,
easy to handle, user-
friendly, lightweight, and
durable ”



Social Media



Social Media



Social Media



SI ERES **CONSTRUCTOR O ARQUITECTO** Y NO CONOCES **ESTA MADERA** VE A LA SIGUIENTE IMAGEN

EL **PINO AMARILLO DEL SUR** DE LOS EE.UU. ES UN **MATERIAL IMPACTANTE**

ES **EXCELENTE PARA EL TRATAMIENTO A PRESIÓN**

BRINDA UN **GRAN AGARRE** POR SU **DENSIDAD**

SOPORTA GRANDES CARGAS

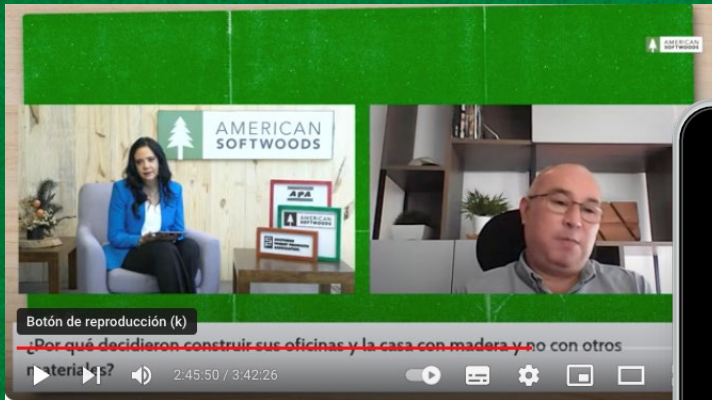
OTORGA **BELLEZA NATURAL** A TUS PROYECTOS

SI AÚN NO LA CONOCES **TE ESPERAMOS EN NUESTRA BIO**

AMERICAN SOFTWOODS



Digital Events



EDIFICA
CON MADERA,
UNA OPCIÓN
RESISTENTE Y
SOSTENIBLE

**AGENDA
30 DE MARZO**
10:00 - 12:00 H (UTC-5, HORA CDMX)

10:00 DAN ARCHIBALD, DIRECTOR DE LA OFICINA DE ASUNTOS AGRÍCOLAS DE EE.UU. EN MONTERREY, MÉXICO.
Palabras de bienvenida

10:10 ROLAND HERNÁNDEZ - BELL STRUCTURAL SOLUTIONS / ALABAMA - EE.UU.
¿QUÉ LE CUSTA EN FINES? UNITED BANK, EL PASO, INVENTARIO DE MADERA TROPICAL EN OREGÓN.

10:40 BILLY VYARS - SIMPSON STRONG-TIE - EE.UU.
¿SON CONECTORES, PIZAS CLIPS O LA COMBINACIÓN DE LOS TRES?

11:20 JUAN - COPIE - CHILE
¿UNA OPCIÓN SOSTENIBLE?

11:50 CHRISTIAN BOYCE - TECNO PAMEL - CHILE
¿PUNTERO BTP O UN CDS? ¿CONSTRUCCIÓN LIGERA Y SUSTENTABLEMENTE RESISTENTE?

PINO AMARILLO Y MASS TIMBER.
CONSTRUYENDO DE FORMA SOSTENIBLE

**07 DICIEMBRE 2022
10 AM - 12 PM
(HORA DE LA CDMX)**

AGENDA
TRANSMISIÓN EN EVENTITA Y EN REDES SOCIALES

10:00 AM INTRODUCCIÓN
FERNANDA VALE - Representante de American Softwoods para Latinoamérica

10:30 AM PINO AMARILLO DEL SUR DE EE.UU., UNA OPCIÓN CLIMÁTICA INTELIGENTE
ERIC GEE - Director de Southern Forest Products Association (SFPA)
(Charla subtítulo)

10:50 AM LA MADERA MASIVA O MASS TIMBER ESTÁ LLEGANDO A LATINOAMÉRICA
ROLAND HERNÁNDEZ - Vertical Market Manager de Siles Machinery | Western U.S.
(Charla en español)

11:30 AM SECCIÓN DE PREGUNTAS Y RESPUESTAS.
En inglés, con traducción simultánea en vivo en la plataforma del evento.

Trade Shows

Mexico
Peru
DR
Colombia
Argentina

Educational Seminars

Mexico
Panama
Guatemala
Peru
Colombia



Mexico City Sustainable Event



Expo CIHAC, Trade Show in Mexico City





Tecno Mueble Trade Show in Guadalajara, Mexico

Construexpo in DR trade show



Mexico Workshop inauguration of the building finished





**AMERICAN
SOFTWOODS**
LATAM

Guadalajara, Mexico, seminar and meetings



Guatemala Seminar and trade servicing



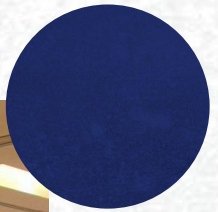
Medellin, Colombia, Trade show & seminar



Expo Construccion Bogota, Colombia, Tradeshow



South America - Lima, Peru, seminars



South America - Peru trade servicing



Argentina Trade Show & Trade Servicing



2022



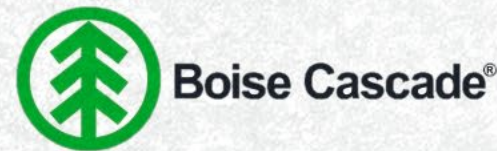
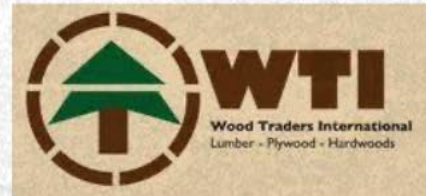
2023



Argentina Trade Servicing



SFPA Members Involvement



USA Reverse Trade Mission





Reverse Trade Mission

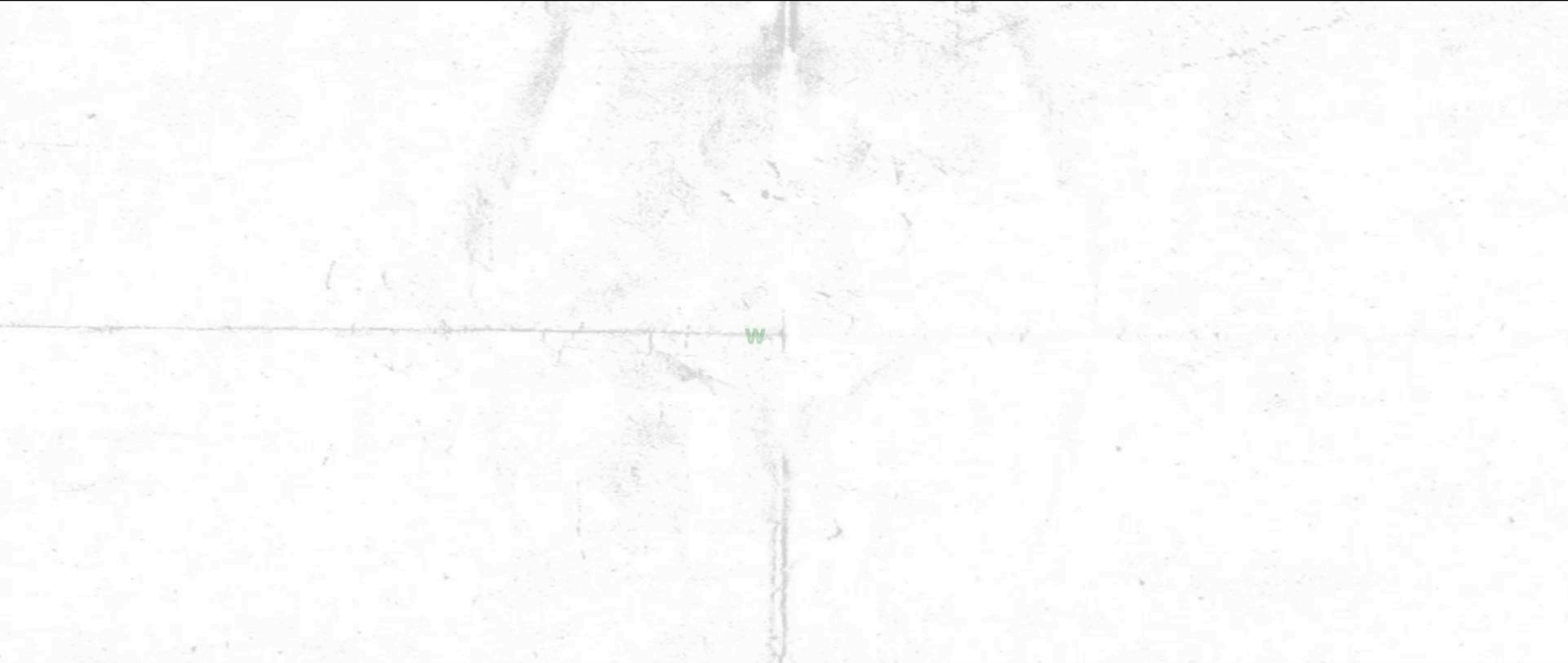


Reverse Trade Mission



Collaboration







THANK YOU

