

# China Furniture & Woodworks Show

June 8-11, 2012

Dalian, China



**HARDWOOD STATES  
EXPORT GROUP**

GEORGIA | INDIANA | KENTUCKY | MICHIGAN | MISSOURI  
MISSISSIPPI | NEW YORK | NORTH CAROLINA | OHIO  
PENNSYLVANIA | TENNESSEE | VIRGINIA | WEST VIRGINIA

## Register to participate in the USA Pavilion at the 2012 China Furniture & Woodworks Show coordinated by the Hardwood States Export Group

In an effort to assist American hardwood suppliers with access to the recovering market for American hardwood in China, the Hardwood States Export Group has organized, in cooperation with the American Hardwood Export Council (AHEC), a 150 square-meter USA Pavilion at the 17th China Furniture & Woodworks Show which will take place June 8-11, 2012 In Dalian, China. Qualifying U.S. companies will have access to a 9 square meter booth at the discounted cost shown at the right, payable to AHEC. This price includes space in the U.S. Pavilion at China Furniture & Woodworks; fascia; lighting; carpeting; basic furniture package; security service; catalog listing; and exhibitor passes. Costs that are the responsibility of participating companies include airfare, shipping, hotel accommodations, interpreter services, ground transportation, and any other expenses related to exhibiting at the show.

If you are interested in participating at China Furniture & Woodworks 2012 in Dalian, please complete pages 1 and 3 and follow the instructions to register.

### What is the Hardwood States Export Group?

The Hardwood States Export Group is a coalition of trade specialists from Georgia, Indiana, Kentucky, Michigan, Mississippi, Missouri, New York, North Carolina, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia who have responsibility for international marketing for hardwood products in their respective states. The purpose of this group is to collaborate on multi-state projects that increase sales for US wood product companies through the development of international markets and opportunities.

**Yes, I want to participate at the 2012 China Furniture & Woodworks Show. Please register me for:**

9-square meter booth: **\$500.00\***

\*Inclusive of direct subsidy from USDA (Per company subsidy and participation fees paid to the show organizer by AHEC)

**I am interested** in this trade show opportunity; please contact me with more information regarding \_\_\_\_\_.

Please indicate the state in which your company primarily operates: \_\_\_\_\_

For more information about this event, please complete this form and fax to:

**Kentucky Department of Agriculture  
c/o Jonathan Van Balen**

**Fax: 502-564-0303**

**Deadline: February 15, 2012**

**Questions call: 502-564-4983**

**(or e-mail: [jonathan.vanbalen@ky.gov](mailto:jonathan.vanbalen@ky.gov))**

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

# REGISTRATION INFORMATION

## 2012 China Furniture & Woodworks Show

Sponsored by the Hardwood States Export Group and AHEC

For more information about the China Furniture & Woodworks Show, please visit:

[http://www.sinoexhibition.com/furniture.index\\_e.asp](http://www.sinoexhibition.com/furniture.index_e.asp)

The 17th China Furniture & Woodworks Show will take place in Dalian, China, and is recognized as the most comprehensive trade fair for the furniture industry in northern China. .

Most U.S. hardwood suppliers are aware of China's important role as a buyer of their products. It is the third largest international consumer of U.S. wood products in total, including a \$3.1 billion annual hardwood lumber market.

Due to tariffs implemented by the Russian government on wood exports, the price for raw material supply to the Chinese market has increased dramatically since 2008. Domestic Chinese wood resources are also insufficient. Now, furniture and flooring manufacturers and other consumers of wood products are actively seeking new sources for materials from other regions of the world, as their businesses recover from the drop in demand over the last year.

### How do I register?

Fax pages 1 & 3 to the state hardwood specialist using the address indicated, and mark the size booth you want. Your registration will be forwarded to the show organizer. Individual booth assignments will be on a first come, first served basis.

You may also contact the Hardwood States Export Group coordinator for this event directly:

Kentucky Department of Agriculture  
Attn: Jonathan Van Balen  
Tel: 502-564-4983 Fax: 502-564-0303  
E-Mail: [jonathan.vanbalen@ky.gov](mailto:jonathan.vanbalen@ky.gov)

### Registration Deadline:

Registration for the trade shows are a first come, first served basis for all eligible participants. All U.S. companies are welcome to participate. The 2012 China Furniture & Woodworks Show in Dalian is expected to be very popular, with high interest indicated by all states, therefore, please register as soon as possible and no later than February 15, 2012.

The show coordinator will assign booth locations in the order of registration. All participating companies will have a similar booth layout and a visual U.S. designation.

The maximum size of booths upon registration is 9 square meters. Companies may negotiate larger booths through the show organizer directly, or through the coordinator after recruitment ends.

### How is this event funded?

The trade specialists from the participating states receive funding through the USDA Foreign Agriculture Service in cooperation with the American Hardwood Export Council. Under the marketing program of AHEC, the states offer to any USA hardwood company the option to participate in this trade show with this savings.

Companies will pay an early bird registration price for a booth in the USA pavilion. This price includes special pavilion arrangements! The pavilion offers booths smaller than the size available directly through the show organizer, to help smaller companies afford to participate at this premier event.



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**PARTICIPATION AGREEMENT**  
**2012 China Furniture & Woodworks Show**

Sponsored by the Hardwood States Export Group (HSEG)  
and the American Hardwood Export Council (AHEC)

**Hardwood States Export Group (HSEG) agrees to:**

- Provide and coordinate arrangements for a booth in the U.S. Pavilion at the 2012 China Furniture & Woodworks Show for individual company booths: walls, carpeting, lighting, header, exhibitor passes, and basic furniture package (two chairs, one locking cabinet, one table).
- Provide timely information for group discounts on lodging in Dalian if available.
- Assist with the coordination of options for interpreter services.
- Provide referral information for shipping through the designated show shipping company.

**Participating companies agree to:**

- Submit a completed participation agreement, 100 word company profile, and logo by February 15, 2012.
- Pay for booth space directly to the American Hardwood Export Council by February 15, 2012, or upon request to the Show Organizer(s).
- Arrange and pay for travel arrangements, hotel accommodations, and non-HSEG shipping expenses directly to vendors.
- Make all shipping arrangements and abide by all regulations, deadlines, and phytosanitary regulations.
- Pay for interpreter services if requested by you and coordinated by HSEG.
- Provide an appropriate display of product and materials including company profiles, brochures, etc. for display and sampling. Sale of samples is strictly prohibited.
- Promote only those products manufactured in the U.S. with a minimum of 50 percent agricultural content of U.S. origin by weight.
- Indemnify the Hardwood States Export Group, USDA, and individual state offices participating in this event from any loss or other claims resulting from participating in this activity.
- Upon completion of this activity, complete a short-term and six-month evaluation, and provide information regarding increased export sales in this target market resulting from this activity.

I, \_\_\_\_\_ have read, understand, and agree to the conditions stated above.  
PRINT NAME

SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_

COMPANY: \_\_\_\_\_ State: \_\_\_\_\_

**Registration Instructions:**

Please complete and sign this document as well as page 1, and submit with your company profile to:

**Kentucky Department of Agriculture**  
**c/o Jonathan Van Balen**  
**Fax: 502-564-0303**  
**Deadline: February 15, 2012**  
**Questions call: 502-564-4983**