

Interzum Guangzhou

March 27-30, 2011

Guangzhou, 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 Interzum Guangzhou 2011 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 Interzum Guangzhou 2011. Qualifying American companies may sign up for a 9 square meter booth at the discounted rate listed at the right, payable to AHEC. This price includes space in the USA pavilion at Interzum Guangzhou 2011; fascia; lighting; carpeting; basic furniture package; catalog listing; and exhibitor passes. Additional costs paid by participants include airfare, shipping, lodging at discounted rates, full-time interpreter service, ground transportation, and any other expenses related to exhibiting.

If you are interested in participating in Interzum Guangzhou 2011, 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 in the Interzum Guangzhou 2011 trade show. Please register me for:

9-square meters 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:

Mississippi Development Authority
c/o John Henry Jackson
Fax: 601-359-3605

Kentucky Department of Agriculture
c/o Jonathan Van Balen
Fax: 502-564-0303

Registration Deadline: October 15, 2010

Company: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Website: _____

REGISTRATION INFORMATION

Interzum Guangzhou 2011

Sponsored by the Hardwood States Export Group and AHEC

For more about Interzum Guangzhou 2011, please visit: www.interzum-guangzhou.com

Interzum Guangzhou is considered to be Asia's most comprehensive woodworking machinery and furniture production fair.

Most U.S. hardwood suppliers are aware that China is now the second largest international consumer of U.S. wood products in total, including a \$3.1 billion annual hardwood lumber market. Southern China is one of the biggest furniture manufacturing markets in the world and Guangdong Province is home to 40 percent China's furniture manufacturers, where the industry is worth \$6 billion and produces over half of China's exports.

After total U.S. hardwood exports grew by nearly only 3% annually in 2009 over the previous year due to the global economic conditions, the market appears to have rebounded. Year-to-date data through May show a 114% increase over the same period last year, more than 50% higher than the volume in 2008 for the same period.

Because the Russian government has implemented a tariff on wood exports, the price for raw material supply to the Chinese market has increased dramatically since 2008, and will increase even more in 2011. Domestic Chinese wood resources are also insufficient. Now, furniture 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 18 months.

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 coordinators for this event directly:

Mississippi Development Authority
Attn: John Henry Jackson, Asia-Pacific Trade
Tel: 601-359-3155
Fax: 601-359-3605
E-Mail: jjackson@mississippi.org

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

Registration Deadline:

Registration for the trade shows are a first come, first served basis for all eligible participants. All USA companies are welcome to participate. Interzum Guangzhou 2011 is expected to be very popular with high interest indicated by all states, therefore register as soon as possible and no later than October 15, 2010.

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

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.



**HARDWOOD STATES
EXPORT GROUP**

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

PARTICIPATION AGREEMENT

Furniture Manufacturing & Supply China Premium Expo 2010

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 USA pavilion booth at Interzum Guangzhou 2011 for individual company: walls, carpeting, lighting, fascia, exhibitor passes, and basic furniture package (one information counter, one lockable sideboard, one round table, three chairs, three spotlights and one 5 Amp outlet).
- Provide timely information for group discounts on lodging in Guangzhou.
- Coordinate interpreter services options and provide part-time interpreter services based at the USA pavilion booth.
- 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 October 15, 2010.
- Pay for booth space directly to the American Hardwood Export Council October 15, 2010, or upon request to the Show Organizer(s).
- Arrange and pay travel, hotel, and non-HSEG shipping expenses directly to vendors.
- Make all shipping arrangements and abide by all regulations, deadlines, and phytosanitary regulations.
- Pay for additional 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 US with a minimum of 50 percent origin agricultural content by weight.
- Indemnify the Hardwood States Export Group, AHEC, 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 state 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:

Mississippi Development Authority
c/o John Henry Jackson
Fax: 601-359-3605

Kentucky Department of Agriculture
c/o Jonathan Van Balen
Fax: 502-564-0303

Deadline: October 15, 2010

Questions? Call: John Henry at 601-359-6714 or Jonathan at 502-564-4983