



Furniture & Supply Trade Mission to Shanghai, China

FMC Premium 2012: September 11 - 14, 2012

Sponsored by the Appalachian Regional Commission and its member
states (AL, GA, KY, MD, MS, NY, NC, OH, PA, SC, TN, VA, WV)





Why Participate? Why Shanghai, China?

The Appalachian Regional Commission (ARC) and its state partners invite you to the leading international exhibition in China for furniture, furniture components, wood products, lumber, and woodworking equipment. Last year's 2011 FMC Premium Show was one of the most successful in the history of the ARC Pacific Rim Initiative, and 2012 is looking to become bigger and better. We will be keeping pricing at the 2011 level, but increasing the square meters you get for your money! We look forward to having all of you join us. Please sign up early as space again is limited on a first-come, first-served basis.

Export with confidence to one of the largest markets in the world:

- The demand for furniture components and wood products has rebounded strongly in China and SE Asia. Since 2009, China has been the second-largest overseas market for U.S. wood products—primarily hardwood products used for household furnishings. As of October, 2011 exports of US logs and lumber totaled \$1.7 billion, an increase of more than 295% over the same period in 2009, and 79 % over 2010. This is at the highest level on record.
- China is the third largest export market for U.S. tangible goods, which as of 10/2011 totaled \$84.2 billion—a 16.5% annual growth.
- Our pavilion will be located in the Shanghai Expo Theme Pavilion with shuttle busses available to the Shanghai New Int'l Expo Center where Furniture China 2012 will be concurrently held. This will give exhibitors and visitors a rare opportunity to interact with a full spectrum of furniture-related companies.
- Both the FMC and the Furniture China shows will be increasing in size in 2012. Over 20,000 visitors are expected at FMC Premium, which will be the largest total in the history of the show.

We make it easy:

- Participants receive pre-arranged, branded pavilion space.
- All export-ready firms from states within Appalachia are welcome.
- Subsidies for companies from Appalachia increase the value.

Need More Info? Visit <http://premium.fmcchina.com.cn> or www.furnitureinchina.com

Those in Appalachian counties will receive subsidized booth space. Visit www.arc.gov for a county list.

Sample Itinerary

Costs & Benefits

For furniture supply companies

A cost* of \$1950 / 10m², \$1250/6.7 m², and a special rate of \$3000/ 16.75 m² to you allows:

- Four days of participation in one of the most highly regarded furniture supply trade shows in the world.
- Fully coordinated booth space as part of a branded pavilion.
- **SPACE IS LIMITED, \$450/ m² for non-ARC affiliated companies will be required**

This is the same cost as last year, but the booths will be slightly larger. Columns are on 5 meter centers so the fronts of the booths will be 2m, 3m or 5m, with all depths being 3.35 meters
***Cost for Appalachian firms**



Shanghai, China

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Date	Activity
9/08	Show participants depart U.S.
9/09	Show participants arrive Shanghai, China (PVG)
9/10	Show set-up
9/11-14	FMC Premium and Furniture China 2011
9/15	Optional trips to meet with customers or return to US
9/16	Return

Est. per person costs as of 01/10/12:

- Coach plane ticket from NC \$1,700 (CLT – PVG)
- Shanghai Hotel \$250 / night x 7 = \$1750
- Meals /incidentals/transport = \$800