



Press Release
For Immediate Release
November 8, 2011

US Hardwood in Chair Design Debut American Hardwood Export Council Greater China Furniture Design Competition launched

The debut American Hardwood Export Council Greater China Furniture Design Competition is officially launched and the theme of this year is "Chair". Participants are requested to use US hardwood as the main design material for creating brilliant chair design.



Participants can submit their designs to the competition secretariat by the deadline of November 30, 2011. Either American Cherry or Tulipwood should be used as the main design material and participants are encouraged to demonstrate the beauty of US hardwood by their designs.



American Hardwood Export Council Southeast Asia and Greater China Regional Director Mr John Chan said, "In the ranking of China top ten's most popular American hardwood species, American Cherry and Tulipwood has been the two most popular species in the past several years. These two species are suitable for furniture production and widely used by designers." American Cherry is mainly red in color and has straight uniform grain. American Tulipwood is one of the largest trees in the US forest. Its sapwood is in creamy white color and may be streaked, with heartwood varying from pale yellowish brown to olive green.

Jury panel will select 15 design entries for prototype making which will be produced by Taicang Haihua Furniture Co., Ltd., a subsidiary of Shanghai Haihua Group founded in 2006 with its main business in high-end office and hotel furniture production.

Final winners will be chosen from the 15 finished prototypes. Winners will be awarded trophy, certificate and RMB20,000 cash prize. The organizer will publish a booklet with all design entries for marketing promotion and will display the prototypes at the award giving ceremony.

On top of having Haihua's kind support, the organizer also invites six furniture and design professionals from the US, China, Hong Kong and Singapore to conduct the judging. Mr Patrick Fong, a famous interior designer and architect, is invited to be the Chief Juror. Other jury members include Ms Rosanne Somerson, Interim Provost of Rhode Island School of Design (RISD) and Department Head/Professor of Furniture Design Department of RISD; Ms Amy Devers, famous US TV show anchor and furniture designer; Mr Chen Bao Guang, Vice Chairman of China National Furniture Association; Mr Tony Lin, Former President of Singapore Industries Council and President of Eurosa Furniture Company (Pte) Ltd, as well as the famous interior designer and architect Mr Steve Leung.

All professional designers in Greater China region (Mainland China, Hong Kong, Macau and Taiwan) are invited to participate in this competition. Final judging and the award ceremony, where the 6 jury members will show up, are scheduled to be held in Feb 2012.

For more information on competition, please visit www.ahec-china.org.

For competition details, please contact:

Kong Junping, Luxiao
28/F, Block B, Century Trade Building, No. 72 West Third Ring North Road, Haidian District, Beijing
(Postal Code: 100048)
Tel : (86 10) 8882 5339 / 8882 5338
Fax : (86 10) 8882 0428
Email : kongjunping@e-jji.com, lvxiao@e-jji.com

For details, please contact:

Ms Jean Lai, Marketing Manager
American Hardwood Export Council Southeast Asia & Greater China
Suite 1305, Bank of America Tower, 12 Harcourt Road, Hong Kong
Tel : (852) 2724 0228
Fax : (852) 2366 8931
Email : jean.lai@ahec-china.org

Please kindly send us a copy if published.

- END -

Editor's Note:

American Hardwood Export Council

The American Hardwood Export Council (AHEC) is the leading non-profit making international trade association for the US hardwood industry, representing the committed exporters among US hardwood companies and all the major US hardwood product trade associations. AHEC's member companies service the growing global demand for US hardwood and represent the full range of US hardwood products including lumber, veneer, plywood, flooring, moulding and dimension materials.

Established in 1992, AHEC Southeast Asia & Greater China (SEA & GRCH) office is responsible for the marketing activities in the nine Asian markets including China, Taiwan, Hong Kong, Singapore, Malaysia, Thailand, Indonesia, the Philippines and Vietnam. For details, please visit AHEC SEA & GRCH website at www.ahec-china.org.