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Press Release

For Immediate Release

March 3, 2011

**American Hardwood Export Council 16th Southeast Asia & Greater China Convention
To be held in Nanjing, Jiangsu, China in Mid June, 2011**

Why Nanjing?

Nanjing is the capital of Jiangsu and neighboring other developed cities, such as Nantong, Wuxi, Suzhou, Shanghai, Hangzhou, Ningbo and Changzhou. Transportation is convenient which takes only 90 minutes by fast train from Shanghai. Nanjing Forestry University, one of the best and famed forestry universities in China, educates thousands of graduates in the forest product processing industry for the development of value-added and downstream wood products. In addition, the Nanjing Forestry University had established the College of Art & Design and the College of Landscape Architecture, training thousands of outstanding designers and landscape architects. The School of Architecture of Southeast University likewise has been regarded one of the leading architectural institutions in China. Its graduates have contributed their talent in developing the modern China.

Being the heart of the Yangtze River Delta, Nanjing has become an important strategic city for the Jiangsu provincial government to accelerate development collectively with its neighboring cities and hence become an important component of the Yangtze River Delta's modernization drive. Jiangsu's GDP in 2009 was US\$508 billion, which grew 12.4% from 2008 and was ranked second among the 30 provinces in China, with GDP per capital of US\$6,400.



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Confucius Temple-Qinhuai River Scenic Area
Photo retrieved from <http://www.life.com/image/81403093>



Confucius Temple
Photo retrieved from
http://big5.xinhuanet.com/gate/big5/news.xinhuanet.com/photo/2005-12/31/content_3992795.htm

Interior Design Professionals in Jiangsu

Mr John Chan, Regional Director of American Hardwood Export Council (AHEC) Southeast Asia & Greater China, stresses the importance of the region as a design hub, "*Jiangsu is located in the heart of the Yangtze River Delta with over 20,000 professionals and interior designers devoted to interior and architectural design. Nanjing has been one of the most important design hubs of this region. It houses more than 6,000 interior designers, boosting local demand for US hardwoods as raw materials for interior decoration downstream products. As real estate has been booming in China, the Yangtze River Delta had been rated among the top markets among 30 Chinese cities, providing excellent opportunities for interior design and the timber product processing industry to grow. As architects and interior designers cited US hardwoods as fashionable species, not just raw materials, they will specify more American hardwoods for interior design. The booming interior decoration and design sector will also boost domestic consumption of furniture and joinery products*".



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Furniture Industry in Jiangsu

According to the Jiangsu Furniture Trade Association President Ms Feng Jian Hua, Jiangsu also has over 6,000 furniture enterprises with exports valued at US\$2 billion, among the top ten of China provinces in furniture export. Domestic market consumption and interior decoration have also been among the top ten with strong potential to grow in the next decade. Furniture exports totaled more than US\$6 billion in the Yangtze Delta. In Jiangsu, the wood processing industry has been well represented by the Jiangsu Furniture Trade Association and the design industry is well represented by the Jiangsu Institute of Interior Design.

The Convention Attractions

With the theme of US Hardwoods: Substance and Style, the AHEC 16th Southeast Asia & Greater China Convention to be held in Nanjing will provide a platform for the US hardwood industry to promote US hardwood applications further to furniture manufacturing and interior design and in addition to promote US hardwood for the consumer market in the most dynamic environment and economic development zones in the Yangtze River Delta Area. The convention in Nanjing is expected to attract a large number of furniture and flooring producers and specifiers from the neighboring cities.



Several international keynote speakers including architects and interior designers, furniture designers and producers, timber and forestry products experts have been invited to speak in the convention.



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AHEC will have strong support from the trade and design industries, associations and communities in Jiangsu. Supporting organizers will include the Jiangsu Furniture Trade Association, Jiangsu Institute of Interior Design and China Institute of Interior Designers (CIID) Nanjing. Other associations supporting the AHEC convention will include those representing timber, furniture and flooring in Shanghai, Zhejiang and cities of the Yangtze River Delta. AHEC will also continue to gain strong support from trade associations, design associations and industry as well as media from China and Southeast Asia.

AHEC convention has also gained the support from the US hardwood industry. It is expected that over 35 AHEC member companies from the USA or their representatives from China offices will travel to Nanjing to meet the local timber traders.

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