

American Hardwood at Building Decoration Fair



The 16th China (Guangzhou) International Building Decoration Fair (CBD2014), held from July 8-11, 2014, spanned over 340,000sqm at all the 37 exhibition halls of the China Import & Export Fair Complex in Guangzhou and recorded over 2,600 exhibitors. AHEC was one of the participating exhibitors in this big exhibition with the booth located at the Floor Covering Section in Hall 11.3. Based on different themes and the requirements of exhibitors, the organizer diversified the exhibition into 16 themes including Kitchen, Wardrobe, Window & Door, Sanitary Ware and Building Ceramics, Decorative Hardware, Floor Covering, Decorative Glass, Glass Equipment & Accessories, Ceiling, Wallpaper & Fabric, Stairs, Lighting, Coating & Chemicals, Stone, Integrated Furnishings and the brand new Whole-Wooden Interior Decoration.

Since CBD is a show covering most of the fields, from ceiling to flooring, in the building decoration industry, visitor profiles of CBD2014 were diversified and visitors who came to AHEC booth were mainly in the business of decorative materials and decorative design to source materials and were not expected to import large volume of American hardwood lumbers directly from USA. Guangzhou is a mature market for American hardwood and the objective of AHEC to participate at CBD was to strengthen the existing contacts and keeps its promotion of US hardwood application in the market.

