

## Exploring Chengdu Furniture Market for American Hardwood

International Furniture Fair Chengdu (IFFC) is currently one of the top 3 furniture exhibitions in Mainland China and is a platform for domestic furniture trade in China. Starting from 2014, the original IFFC was separated into 2 parts due to its expanding scale. The name of first part exhibition remained unchanged as IFFC focusing on finished furniture products. It was held from July 3-6, 2014 spanning over halls 1-9 of the Chengdu Century City New International Exhibition & Convention Center. The second part was renamed as International Furniture Manufacturing & Supply Chengdu focusing on the exhibits of woodworking machineries, parts and accessories as well as raw materials. The second part of the exhibition was held from July 12-15, 2014 in halls 5-9 at the same exhibition centre.



This year was the second time that American Hardwood Pavilion participating at the show. To meet with the product profiles, American Hardwood Pavilion participated at the second part of the exhibition, i.e. International Furniture Manufacturing & Supply Chengdu, to promote American hardwood products.



A total of 117sqm in Hall 6 were booked for the participation of 12 companies in the Pavilion. Apart from the pavilion organizers AHEC and Hardwood States Export Group (HSEG), the other 10 participating companies were American Lumber Company, Baillie Lumber Company, Bingaman & Son Lumber Inc., Graf Brothers Lumber & Flooring, Industrial Timber & Lumber, Midwest Hardwood Corporation, Northland Corporation, PJ Lumber Company, Somerset Wood Products and Sonoking Corporation. Out of the pavilion, another AHEC member Northwest Hardwood also participated at the show individually in Hall 5.

After separating from the main furniture exhibition of IFFC, the International Furniture Manufacturing & Supply Chengdu that American hardwood pavilion participated was quiet. The number of visitors dropped however visitors were more targeted. Representing HSEG, Mr Michael Seidl, Program Manager of Hardwoods Economic Development of Indiana State Department of Agriculture/DNR, said Chengdu is a market still developing and most of the Chengdu industry people do not have enough knowledge on American hardwoods. It takes time for AHEC/HSEG to develop this market and the effect of exhibition participation and promotion can only be evaluated and known after years.