



American Hardwood Export Council
21st Southeast Asia & Greater China Convention
第二十一届美国阔叶木外销委员会
东南亚及大中华区年会

June 23-24, 2016 | The Westin Chongqing Liberation Square, Chongqing, China
二零一六年六月二十三日至二十四日 | 中国重庆解放碑威斯汀酒店



Tremendous achievements at AHEC 21st SEA & GRCH Convention

The AHEC 21st SEA & GRCH Convention achieved a satisfactory close in Chongqing. Over 350 participants from local manufacturers of furniture, flooring, wooden door, architects & designers (A&D) community joined our convention in Chongqing. The Convention was supported by dozens of associations and institutes from China and Southeast Asia, many Asian media, 45 members of AHEC and 70 of their local representatives; as well as a working tour group from the NHLA. A full programme of speakers over two days ended with a reception and mini trade show.

As a trading and business platform, AHEC SEA & GRCH Convention is an important annual event for timber industry to meet old friends and network with new contacts. This year Convention was supported by the Chongqing Furniture Trade Association, Chongqing Furniture Chamber of Commerce, Chengdu Furniture Industry Association, Shanghai Timber Trade Association and China Institute of Interior Designers (Chongqing). They have totally brought in more than 200 own members to join the event.

Convention was preceded with welcomes from Mr Bruce Zanin, Minister Counselor for Agriculture, Embassy of USA in China, Dave Bramlage, Chairman of AHEC, Mr Chao Xuen Li, President of the Chongqing Furniture Trade Association and Mr John Chan, Regional Director of AHEC, who explained the future vital role of Chongqing in the development of trade and industry in western China. The programme commenced with Michael Snow, Executive Director of AHEC gave the keynote presentation 'American Hardwoods around the World' which clearly set out the importance of China to U.S. exporters. Followed by Professor Scott Bowe, Mr Judd Johnson, Mr Neil Summers, Dr Patrick Leung and Mr Dana Spessert. They addressed the topics of 'U.S. Hardwood Resource', 'Market Conditions and Supply', 'Applications in Cross Laminated Timber (CLT) for construction and Thermal Modification of Timber (TMT) for exterior use', 'Design with US Hardwood' and 'U.S. Hardwood Lumber Grading Rules'.

After closing remarks by Michael Snow, the Convention's last program started with a networking reception and mini trade show provided opportunities for the 28 AHEC members-exhibitors networking with the traders, designers, users and media. This joining together had been the underlying strength of the two day event and was a fitting one, celebrating AHEC's 21st Annual Convention in Asia, which could now be said to have really 'come of age'.

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About American Hardwood Export Council (AHEC)

The **American Hardwood Export Council (AHEC)**, headquartered in Washington DC, USA, is the leading international trade association for the US hardwood industry. AHEC represents the committed exporters among US hardwood companies and all major US hardwood production trade associations. Concentrating on providing architects, designers and end-users with technical information on the range of species, products and sources supply. Website: www.americanhardwood.org

The **American Hardwood Export Council (AHEC) Southeast Asia and Greater China (SEA & GRCH)** office was opened in Hong Kong in 1992 to serve and oversee nine Asian markets including China, Taiwan, Hong Kong, Singapore, Malaysia, Thailand, Indonesia, the Philippines and Vietnam. For more details, please visit AHEC Southeast Asia & Greater China website: www.ahec-china.org

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