



美國闊葉木外銷委員會－東南亞及大中華區
American Hardwood Export Council - Southeast Asia & Greater China

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Great Success at Sylvawood Expo 2016

Sylvawood is a niche expo which specializes in timber-trade. It is a good platform for the wood industry to network, brings more than 30 countries and China's exhibitors and association together, enabling China's wood industry to grow. This year's exhibition space was more than 6,000sqm and it attracted more than 10,000 visitors.

Alongside the three-day expo, a stellar line-up of keynote speakers also discussed market trends, and how new paths for growth could be mapped out in an increasingly competitive and challenging market. Michael Snow presented "China's Wood Consumption" and demonstrated the dramatic growth in China's demand and the switch of its wood working industry from processor and re-exporter to domestic consumer. Neil Summers presented "New Opportunities for Wood" covering Thermally Modified Timber (TMT) and Cross Laminated Timber (CLT). Judd Johnson conducted seminars on the topics of US hardwood supply. NHLA conducted the grading seminars onsite on the first two days.

AHEC 18sqm-booth was designed by Jarrod Lim, applying the same theme as the Chongqing Convention. Our booth was well located near the main entrance which would not be missed when entering the Expo. At the booth, we also displayed US hardwood sample boards and giant Chinese vase-lamps made by US hardwood veneer designed by Jarrod. This year AHEC Pavilion occupied 252sqm with 28 exhibitors in standard booth scheme. The turn-out of the second Sylvawood show was very positive.

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(Above Left to Right) Michael Snow and John Chan toasting at the opening ceremony of Sylvawood; John Chan was interviewed by Shanghai Timber Channel
(Bottom Left to Right) AHEC Pavilion; AHEC Booth designed by Jarrod Lim