



**AMERICAN
HARDWOOD
EXPORT
COUNCIL**

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American Hardwood Export Council - Southeast Asia & Greater China

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Domotex Hannover Flooring/IMM Furniture & Interiors Fair Cologne

John Chan and Tripp Pryor attended the joint booth of NWFA & AHEC at Domotex Hannover. Among 152 Asian exhibitors, 41 companies from China displayed wood, engineered bamboo and laminated flooring. The major trend in China is log and wide plank flooring which was similar to 2016. Bamboo flooring is being considered environmental friendly species in Chinese and European markets, and wood flooring dominated in medium to high-end market in China. The Chinese exhibitors forecast domestic market would grow around 5-10% including wood and bamboo flooring but export market would be a challenge in 2017.

The theme of IMM this year was Living Kitchen, it attracted 188 companies from Asia to exhibit their design and products, most of them were made in ash, white oak and walnut. Some of the furniture exhibitors from Asia displayed furniture made in American hardwood.

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