



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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**Review of VietnamWood 2017 and
Seminar in Ho Chi Minh City**

VietnamWood is one of the largest woodworking exhibitions in Vietnam and is organized every 2 years, this fair gathered more than ten thousand visitors and 320 exhibitors from 25 countries and regions, the show area expanded to over 20,000 sqm (including outdoor exhibition halls). It is indeed the most effective platform for companies in the woodworking industry to connect and discover new business opportunities. The American Hardwood Export Council (AHEC) hosted an American hardwood pavilion with 31 members individually exhibiting, and another seven U.S. exporters scattered around. Most of visitors coming to AHEC booth were quality furniture manufacturers or timber traders and they stopped by to get brochure and for exchange information.



AHEC partnered with HAWA the local furniture association and the Ho Chi Minh City Association of Architects (HAA) in a seminar at the GEM Center in Saigon entitled 'American Hardwoods – setting the trend for sustainable design', attended by 145 delegates. AHEC Chairman Dave Bramlage, Gerald H Smith, Senior Agricultural Attaché at the U.S. Consul in Ho Chi Minh City and AHEC SEA & GRCH Regional Director John Chan, gave the opening remarks. John told the audiences: "We believe the market in Vietnam for U.S. hardwood will continue to grow. Some key opportunities for U.S. hardwoods exist in housing and construction markets as well as the wood processing industries and the growing interior design and decoration markets. For example there is opportunity for new products such as Thermal Modified Timber (TMT) American hardwood products. In addition to our sponsorship to HAWA's Hoa Mai Furniture Design Competition and seminars, AHEC will focus on promoting the "green" credentials of U.S. hardwoods through such initiatives as the Seneca Creek legality study, AHEC Life Cycle Assessment (LCA) Study and American Hardwood Environmental Profiles."



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**AMERICAN
HARDWOOD
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Speakers were David Venables, AHEC's European director on innovation in hardwoods and Dana Spessert, Chief Inspector NHLA, on hardwood lumber grading. The event ended with a networking session for the delegates, AHEC members and the trade media.



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