



AHEC 26th Southeast Asia & Greater China Convention

第二十六届美国阔叶木外销委员会
东南亚及大中华区年会



September 8, 2023
2023年9月8日



JW Marriott Hotel Chengdu, China
成都茂业 JW 万豪酒店



For Immediate Release

Wood Experts Gather in Chengdu, Drawing a New Blueprint for Low-carbon Lifestyle

The American Hardwood Export Council (AHEC) 26th Southeast Asia & Greater China Convention was successfully held in Chengdu

September 2023, Chengdu, China – The American Hardwood Export Council (AHEC) 26th Southeast Asia and Greater China Convention was held at JW Marriot Hotel Chengdu on September 8, 2023. As one of the most anticipated events in the wood industry, this year, AHEC held the conference with the theme of “Sustainable American Hardwood – The Future of Our Living Environment”. The convention was supported by Chengdu Furniture Chamber of Commerce and attracted nearly 300 architects, interior designers, timber contractors, traders, importers, wholesalers across Greater China and Southeast Asia and over 20 AHEC member companies to explore the sustainable development of American hardwood, the future of low-carbon, new technology, timber grading rules, and further promote application of American hardwood in architecture and interior design.



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Several industry authorities were invited to speak at the convention, including Mr. Michael Snow, Executive Director of AHEC; Mr. Troy Jamieson, Vice President of AHEC; Mr. John Chan, Regional Director of AHEC SEA & Greater China; Mr. Chris Frederick, Director of USA Agricultural Trade Office; Mr. Rupert Oliver, AHEC's Consultant on Sustainability Issues; Mr. Gu Hao Dong, President of Chengdu Furniture Industrial Chamber of Commerce; Mr. Gu Jian Xia, Executive Chairman of Jiangxi Furniture Association; Mr. James Lu, Principal and Managing Director of Perkins&Will and Mr. Dana Spessert, Chief Inspector and Dean of Education of the Grading School of the National Hardwood Lumber Association. During the event, these speakers highlighted the outstanding advantages of American hardwood for sustainable development, as well as the immense potential of American hardwood in architecture and interior design.



Chris Frederick, Director of USA Agricultural Trade Office delivered speech

In his speech on "Wood and Environment," Michael Snow, the Executive Director of AHEC, discussed the benefits of American hardwood for the environment. He analysed how the widespread use of American hardwood can help achieve sustainable development goals such as carbon sequestration and emission reduction through scientific management.

According to Snow, "Wood is widely recognized as a key material for creating a low-carbon environment. It has a positive impact on the environment by substituting environmentally damaging sources of material



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and energy such as plastic and fossil fuels. American hardwood is particularly sustainable, with treatments recognized by sustainable forest certifications. To demonstrate the sustainability of U.S. hardwood more clearly to the public, we collect data and evidence from Life Cycle Assessments, American Hardwood Environmental Profiles (AHEPs), and the U.S. Forest Service's Forest Inventory and Analysis (FIA) Program.”

In addition to the forest's inherent sustainability value, creating furniture or other products from American hardwood results in minimal carbon production, making it well-aligned with environmental goals.



Michael Snow, Executive Director of AHEC made presentation onsite

Commenting on the export situation of American hardwood, Michael Snow commented, “Due to factors of the global economic slowdown, rising inflation, labour supply and geopolitical conflicts, the export value of all American hardwood products to Greater China and Southeast Asia was up slightly, 0.3% (YoY) to over \$1.77 billion in 2022. In the first quarter of this year, American hardwood exports to Greater China and Southeast Asian markets totalled \$355.9 million and \$71.9 million respectively. Among them, the most popular American hardwood species in China by value were red oak, walnut, cherry, white oak, ash and yellow poplar. They accounted for over 91% of the total hardwood lumber exports to China. Overall, we



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are still full of confidence for future wood consumption market and look forward to more applications of American hardwood in the fields of architecture, furniture and interior design, and will play a more active role in creating a green and sustainable lifestyle.”



John Chan, Regional Director of AHEC SEA & Greater China delivered welcome speech onsite

“After three years of absence, we are glad to have AHEC SEA and Greater China convention in Chengdu! In the 31 years that we have been in the China market, we always work closely with partners to promote sustainable American hardwood, and let more architects, designers and other professionals deepen their understanding and application. We actively practise the concept of green environmental protection to fight climate change, which is an ongoing mission and goal for us,” said John Chan, Regional Director of AHEC Southeast Asia & Greater China. “Every year, we invite well-known designers and architects to share their thoughts on sustainability and their experience of using American hardwood. Through their outstanding design projects, we can appreciate the characteristics in the field of low-carbon environmental protection and unique design potential of American hardwood, and bring a truly low-carbon and green lifestyle to the public.”

Mr. Gu Hao Dong, President of Chengdu Furniture Industrial Chamber of Commerce and Mr. Gu Jian Xia, Executive Chairman of Jiangxi Furniture Association, shared with guests the latest data, scale,



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development trend of the furniture industry in Chengdu and Jiangxi Province, as well as their expectations for the future market. They expressed that the green and sustainable lifestyle is the general trend nowadays. As a green natural material, wood plays an important role in terms of sustainable development and furniture design applications. More and more designers incorporate wood into their designs. In the future, it is expected that wood will be more widely used in different fields such as architecture and interior design, helping the industry to move forward in a greener, more environmental-friendly and more sustainable direction.



Mr. Gu Hao Dong, President of Chengdu Furniture Industrial Chamber of Commerce delivered speech



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Mr. Gu Jian Xia, Executive Chairman of Jiangxi Furniture Association delivered speech

This year's conference had the pleasure of hearing from guest speaker Mr. James Lu, Principal and Managing Director of Perkins&Will, James graduated with a master's degree in architecture from Harvard Graduate School of Design and has worked and lived in China for more than ten years now. He is an experienced architect, urban designer and the principal-in-charge of green projects, who is passionate about changing the global society environment, natural environment and building environment through the power of design.



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Mr. James Lu, Principal and Managing Director of Perkins & Will made presentation onsite

In his presentation of “Fighting Climate Change Through Biophilic Design with Wood”, James put forward his views, “The construction industry actually plays a vital role in the process of addressing the challenge of global climate change. Wood is favoured as a natural, renewable and green design material for bringing a comfort and relaxation feelings. More and more designers and architects will use American hardwood in their designs. While presenting the artistic charm of design, it gives full play to the advantages of wood products to achieve negative carbon footprint.”



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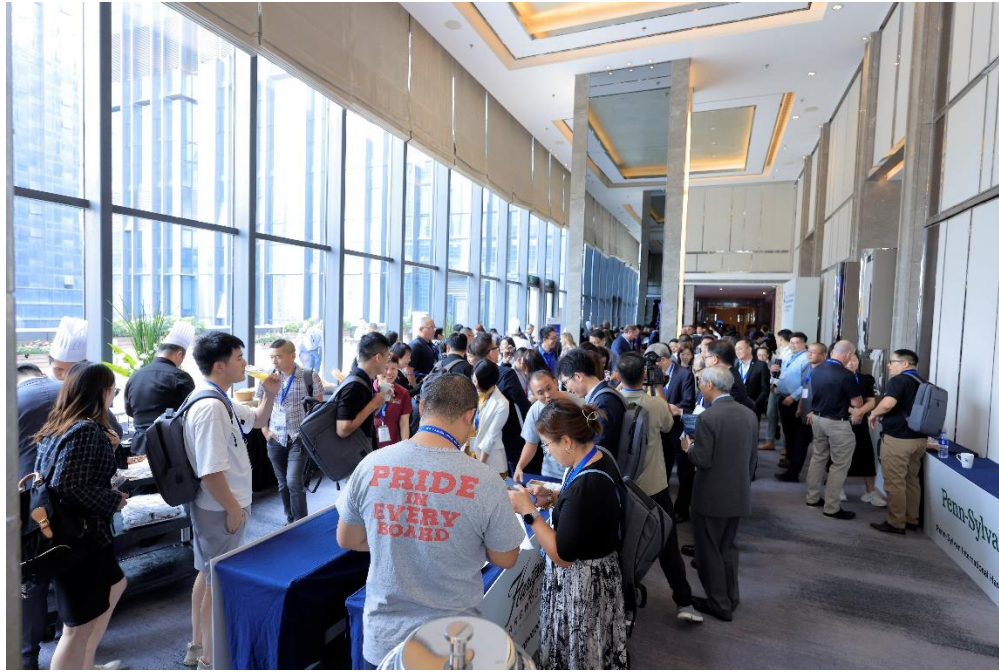
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Onsite of mini trade fair

After the insightful speeches, AHEC hosted a mini trade fair, offering a platform for AHEC members to exhibit and encourage further cooperation.

About American Hardwood Export Council (AHEC)

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, traders, processors and end-users with technical information on the range of species, products and sources supply.

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.

For more details, please visit AHEC Southeast Asia & Greater China website: www.ahec-china.org

Official WeChat: americanhardwood

WeChat QR Code:



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For media inquiries, please contact:

AHEC Southeast Asia & Greater China Office

Tel: (852) 2724 0228

Fax: (852) 2366 8931

Email: info@ahec-china.org