

FMC PREMIUM POST SHOW REPORT



FACTS & FIGURES

Introduction:

Furniture Manufacturing Premium (FMC Premium) was held from September 10-13, 2008 at the SNIEC, offering a high-profile platform to furniture raw materials & components suppliers worldwide. Concurrently with 'FMC 2008', the leading trade show for furniture-related wood-working technology, FMC Premium presented itself with an impressive new brand and image which consists of unique and modern style elements.

FMC Premium attracted well-known brands, incl. overseas companies like French Timber from France, TABU and SITAPAN from Italy, ITC Timber and Blacktown from Australia, Anderson Tully Lumber, American Forest & Paper Association, American Hardwood Export Council, North Carolina Department of Agriculture, as well as domestic Shanghai Jietian, Dare Technology Group, Xiangyue Hardware, VICWOOD, Huali Industries, Dehua TB, Wangguo Colour Printing, Xiongyi Plastic Products. All the participants showed their best and latest product lines at the exhibition. The majority of FMC Premiums exhibitor showcased high quality products and took advantage of the favourable exhibition environment for their negotiations with the buyers. It was well received by the international audience and other professional visitors.

During this 4-day-exhibition, more than 14,557 professional international visitors joined FMC Premium and established new contacts and followed up on valuable purchases and contracts. A total of 58,582 trade visitors took the opportunity to visit Furniture China and FMC, of which 13,600 were foreign visitors from 150 countries and regions.

Although ZOW decided to depart from FMC in this year, FMC Premium closed with an unanticipated and big success which evidences the appreciation and cooperation between the organiser and participants. The success of FMC Premium reflected the professional service of the organiser and the positive trend in the High-End furniture components & supply field. FMC PREMIUM offers a prime business platform through a secluded, specially designed area with extended services and catering facilities. Thus, its not only the stage for thousands of products, but also an excellent meeting place for suppliers and manufacturers to get down to business and extend their networks.

FMC Premiums is now among Asia's most leading furniture manufacturing and supply exhibitions in the premium sector and its is expected to grow in 2009,

Show Description : FMC PREMIUM 2008

Concurrent Events : Furniture China 2008
Furniture Manufacturing & Supply China 2008 (FMC 2008)

Duration : 10-13 September 2008

Venue : Shanghai New Int'l Expo Center (Hall E5)

Organized by: China National Furniture Association
Shanghai CMP Sinoexpo International Exhibition Co. Ltd.
OIC Int'l Advertising & Exhibition Co., Ltd.

Co-organized by: Provincial & Municipal Furniture Associations of China

Exhibition Area: Total exhibition area of all shows together was 330,000 sqm, of which woodworking machinery and furniture raw materials part covered 32,000 sqm, Whilst FMC PREMIUM occupied 6,000 sqm.

Participants Analysis: 140 well-known companies took part in FMC PREMIUM area, incl. overseas companies like French Timber from France, TUBA and SITAPAN from Italy, ITC Timber and BLACKTOWN from Australia, ANDERSON Tully Lumber from USA, American Forest & Paper Association, American Hardwood Export Council, North Carolina Department of Agriculture, as well as domestic Shanghai Jietian, Dare Technology Group, Xiangyue Hardware, Vicwood, Huali Industries, Dehua TB, Wanguo Colour Printing, Xiongyi Plastic Products. The total number of exhibitors in Furniture China was 1,913.

Attendance Analysis: A total of **58,582** trade visitors took the opportunity to visit Furniture China and FMC, of which **13,600** were foreign visitors from 150 countries and regions. FMC attracted **25,733** domestic & international visitors. **14,557** professional visitors & decision-makers attended 'FMC PREMIUM 2008'.

Professional Website: www.cmpsinoexpo.com/fmcpremium
www.furnitureinchina.com

Official Publication: China Furniture, Panels & Furniture Asia, Woodworking & Furniture Digest

Concurrent activities

- **Concurrent Activities & Conferences in “FMC 2008” & “FMC Premium 2008”**

1. Date: 10th September, 2008

Venue: E5-M28 meeting room, SNIEC

Topic: The Establishment Meeting of China National Furniture Association Raw Material Committee

Organizer: China National Furniture Association

2. Date: 11th September, 2008

Venue: E5-M28 meeting room, SNIEC

Topic: American Softwoods in China;
Old yet ever New - the Application of Softwoods in Modern Architecture

Organizer: Shanghai Timber Trade Association

3. Date: 11th September, 2008

Venue: E5-M28 meeting room, SNIEC

Topic: French Timber Grading Rules; The trend of the furniture design

Organizer: Shanghai Timber Trade Association

4. Date: 11th September, 2008

Venue: E5-M31 meeting room, SNIEC

Topic: The Production of High Quality Decor Base Paper

Organizer: Kingdecor (Zhejiang) Co., Ltd.

5. Date: 12th September, 2008

Venue: E5-M28 meeting room, SNIEC

Topic: Application for Green Adhesive in the Flexible Furniture Industry

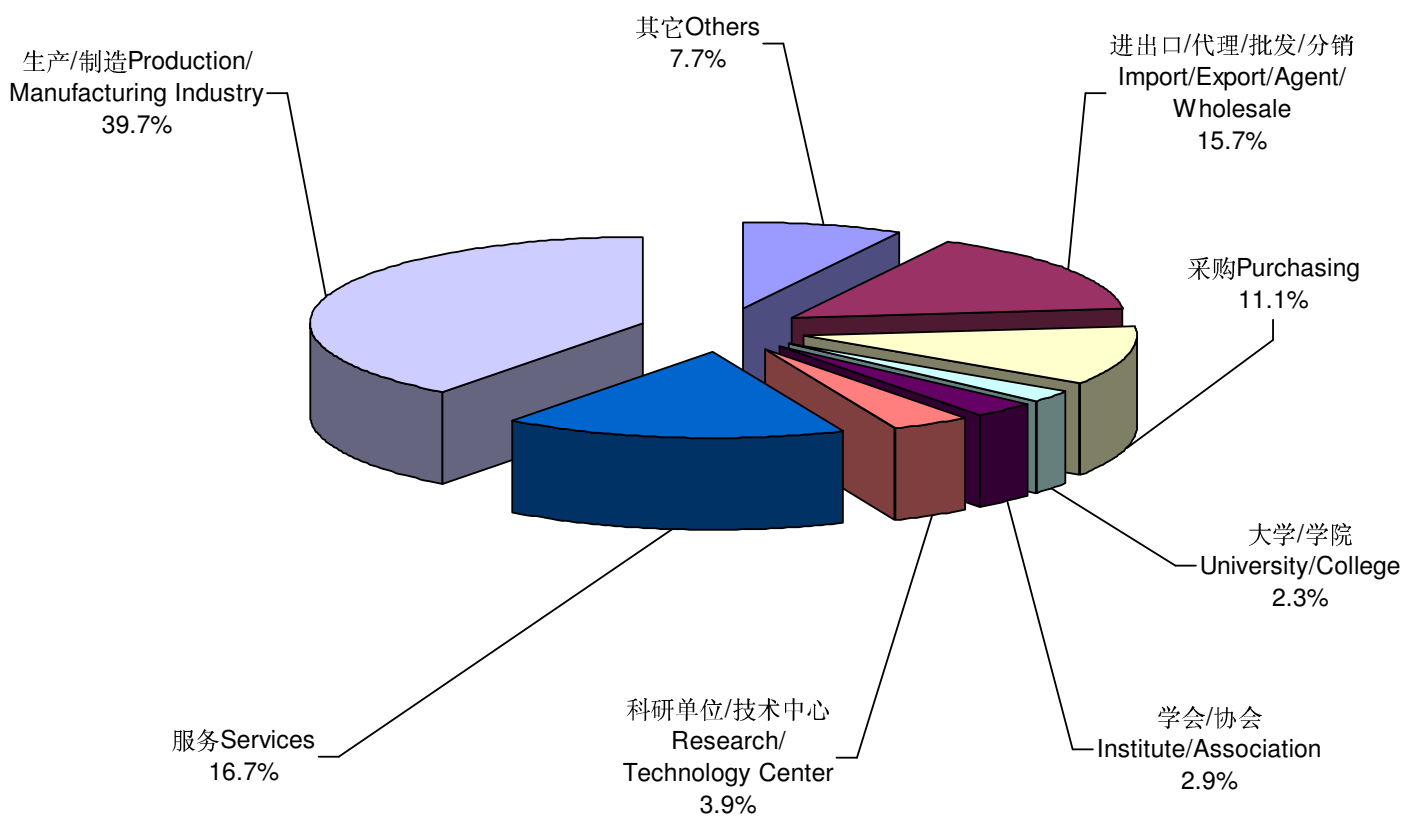
Organizer: Guangdong Orient Resin Co., Ltd.

FMC Premium 2008

Attendance Analysis: (By business scopes)

(Following statistics calculated on the number of daily registered visitors and tickets collected)

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| Production/Manufacturing Industry 生产/制造 | 39.7% |
| Serve 服务 | 16.7% |
| Research/Technology Center 科研单位/技术中心 | 3.9% |
| Institute/Association 学会/协会 | 2.9% |
| University/College 大学/学院 | 2.3% |
| Purchasing 采购 | 11.1% |
| Import/Export/Agent/Wholesale 进出口/代理/批发/分销 | 15.7% |
| Others 其他 | 7.7% |



Impressions



FMC Premium 2009

Shanghai New International Expo Centre
September 9-12, 2009

www.cmepsinoexpo.com/fmcpremium
www.furnitureinchina.com