



FMC CHINA 2011

Furniture Manufacturing & Supply China 2011

Colocated with: FMC Premium 2011

Concurrently with: Furniture China 2011

Post Show Report

2011.9.14-17. SWEECC

www.fmcchina.com.cn

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FMC China 2011 Review

Date: Sept. 14-17, 2011

Venue: Shanghai World Expo Exhibition & Convention Center (SWEECC)

(No.1099 Guozhan Road, Pudong New Area, Shanghai, China)

Exhibition Space: **59,000 sqm** (Hall 1, Hall 2 & Hall 3)

Exhibitors: **745**

FMC Premium 2011 – A show for high-end suppliers of Furniture Components and Raw Materials

151 Exhibitors; **10,000** Square Meters

Concurrently with:

Furniture China 2011

Venue: Shanghai New Int'l Expo Center

2,000 exhibitors; **220,000** Square Meters

Organizer:

China National Furniture Association

Shanghai UBM Sinoexpo Int'l Exhibition Co., Ltd.

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Photo Gallery



Exhibitors Analysis

FMC China 2011 staged in Shanghai World Expo Exhibition & Convention Center for the first time this year and become a professional and independent exhibition. The exhibition attracted nearly **745** domestic and overseas exhibitors from **40** countries and regions including Chinese mainland, Hong Kong Region, Taiwan Region, USA, Germany, Singapore, Italy, Malaysia, France, Thailand, Japan, etc.

Three Pavilions: Taiwan Pavilion, France Pavilion and America Pavilion

Associations & Groups: European Woodworking Machinery Association (EUMABOIS), Italian Woodworking Machinery Association (ACIMALL), German Engineering Federation (VDMA), Shanghai Timber Association (STTA), Malaysia Furniture Entrepreneur Association (MFEA), Mexican Furniture Association and Vietnam Furniture Delegation.

Hall Location



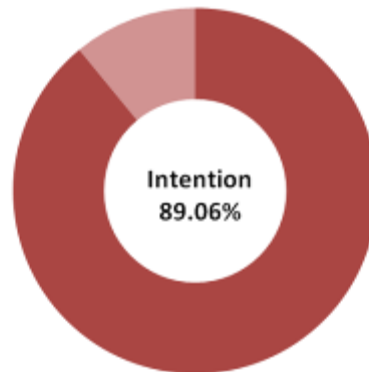
	Exhibitors	Exhibition Area(m ²)
Hall 1	203	25,000
Hall 2- FMC Premium 2011	151	17,000
- Office Furniture Supplies & Gas Spring	52	
Hall 3	339	17,000

Exhibitors' Feedback

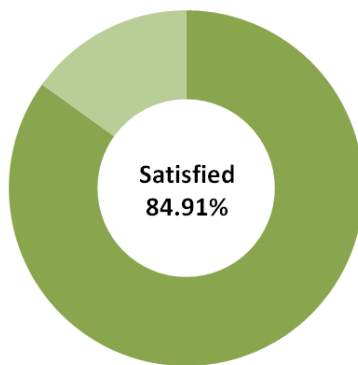
The Objectives of Exhibiting



Participate in FMC China 2012



the Quantity and Quality of Visitor



Pre-show and Onsite Service from Organizer



Exhibitor Quotes:

Zhiyong Yuan, General Manager, TAIZHOU CHENGUANG VEHICLE CO., LTD.

As a professional manufacturer of producing accessories, we attend FMC China every year. This year is our fifth time. FMC China attracts our attention because its superior geographic position and the international influence. We hope to promote our brand culture through this platform and get more business opportunities. Moreover, I hope that FMC could become larger in the future and attract more trade buyers' attention.

Zhijian Cui, General Manager, ZHUOKAI FURNITURE HARDWARE MANUFACTORY

We are very satisfied with organizer's service. The organizer is trusted by their rich experience. People will give help during Installation period and we could get the answer immediately when we meet the problems.

Jue Cheng, Sales Representative, ZHONGWEI HOLDING GROUP CO., LTD.

This is the fourth time that we attend FMC China. We are glad to see FMC moves to Shanghai World Expo Exhibition & Convention Center. We used to get the outdoor booth in SNIEC. The air conditioner was not enough and lots of customers got complain. This year we move indoor and the hall environment is clean and comfortable, so all customers reflect well.

Visitor Analysis

FMC China attracted **30,327** trade buyers from **30** provinces and **111** countries and regions, such as Hong Kong, Taiwan, India, America, Malaysia, Korea, Australia, Russia, Japan, Brazil, Thailand, Indonesia, Canada, Mexico, Singapore, Germany and Italy, etc., of which **4,521** were overseas visitors.

11,483 visitors from decision-maker levels attended “**FMC PREMIUM 2011**”.

- **Daily Report on Visitors:**

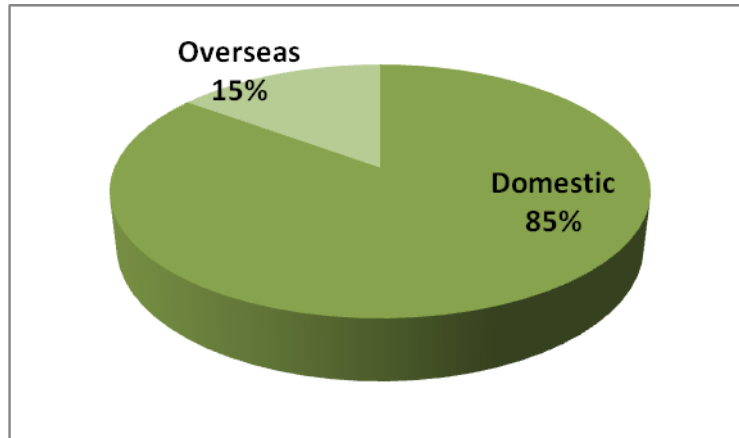
Date	Visitors
Sept. 14, 2011, Wednesday	6121
Sept. 15, 2011, Thursday	10552
Sept. 16, 2011, Friday	8998
Sept. 17, 2011, Saturday	4656
Total	30,327

- **Top 10 Domestic & Overseas Countries**

DOMESTIC	PROVINCE	TOTAL
1	Shanghai	13931
2	Zhejiang	3349
3	Jiangsu	3016
4	Guangdong	1806
5	Shandong	1436
6	Beijing	597
7	Anhui	326
8	Hebei	267
9	Fujian	161
10	Liaoning	158

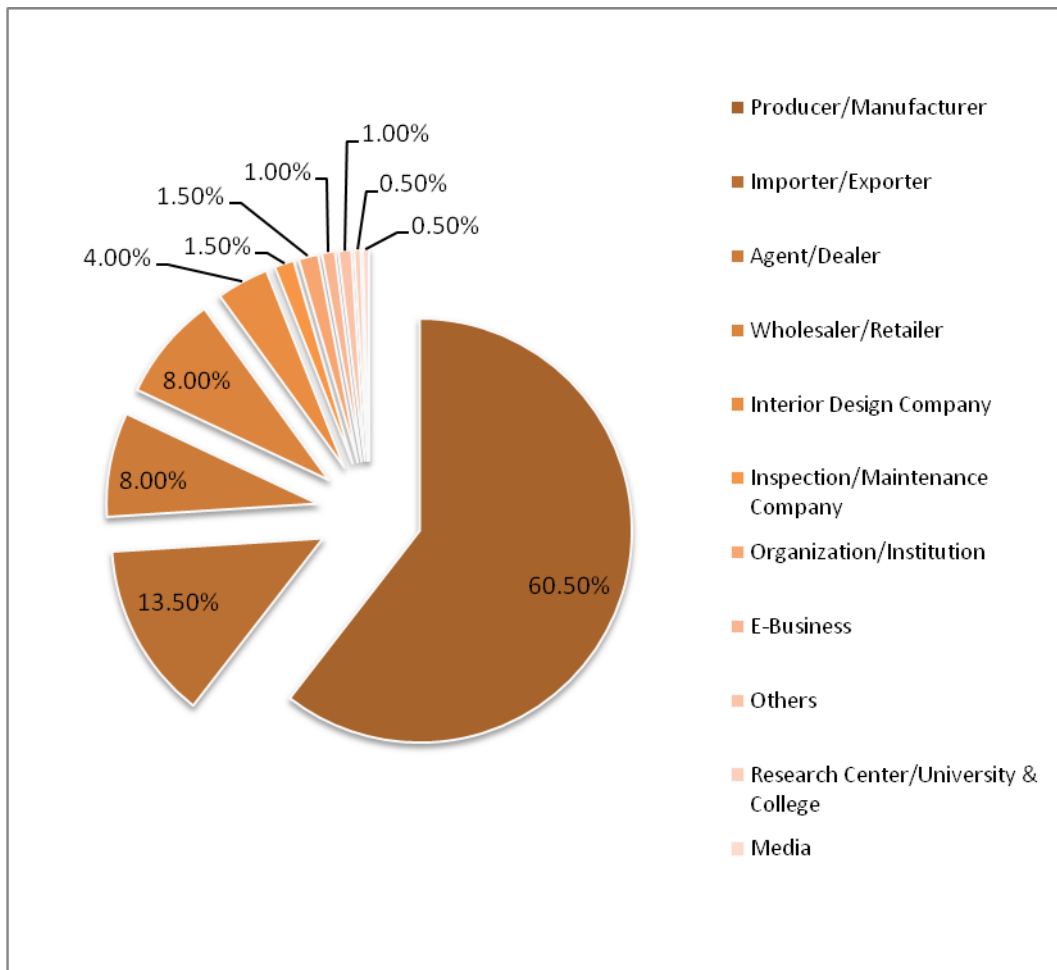
OVERSEAS	COUNTRY/REGIONS	TOTAL
1	India	458
2	Australia	357
3	Hong Kong	334
4	America	324
5	Canada	297
6	Taiwan	253
7	Japan	235
8	Russia	229
9	Malaysia	207
10	Brazil	148

7 ● Domestic & Overseas Visitors Analysis:

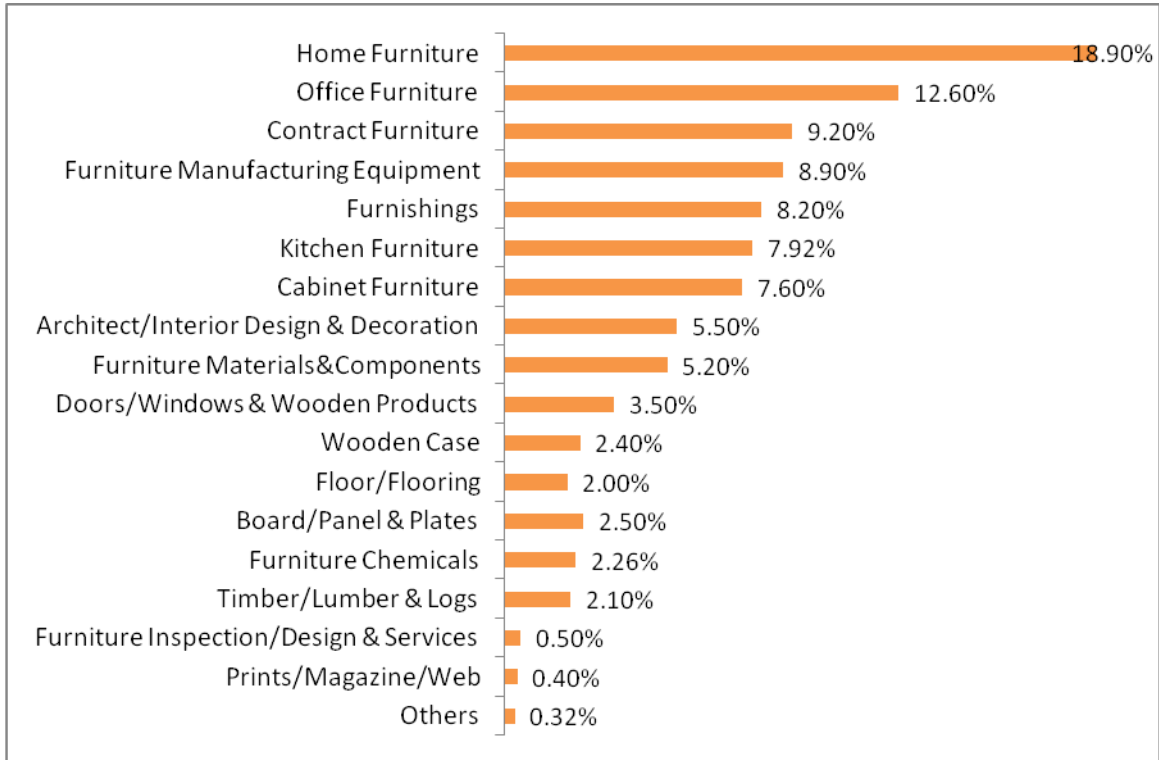


FMC Visitors Analysis

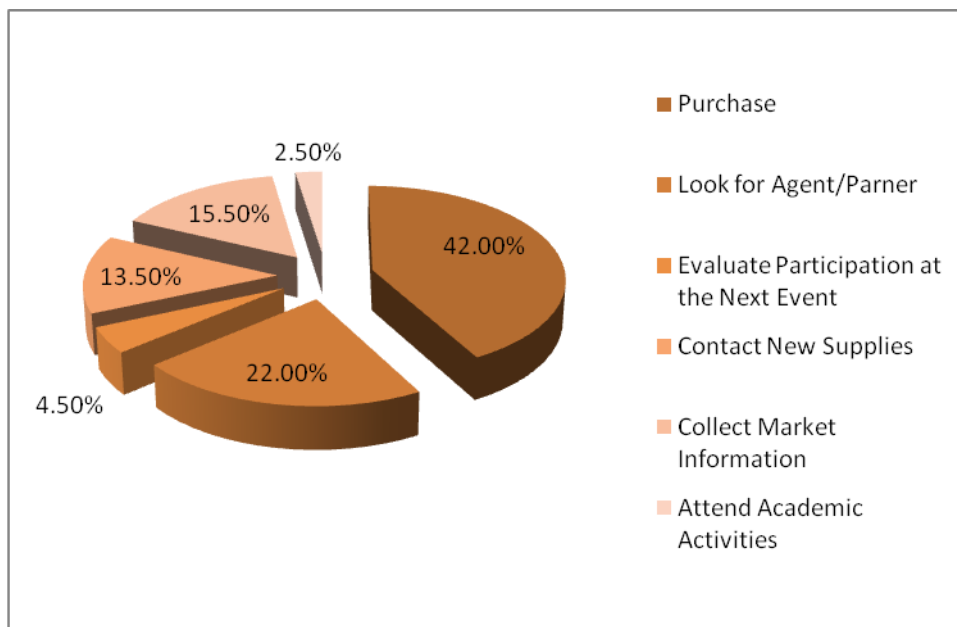
● By Business Scopes



● **By Products Scopes**

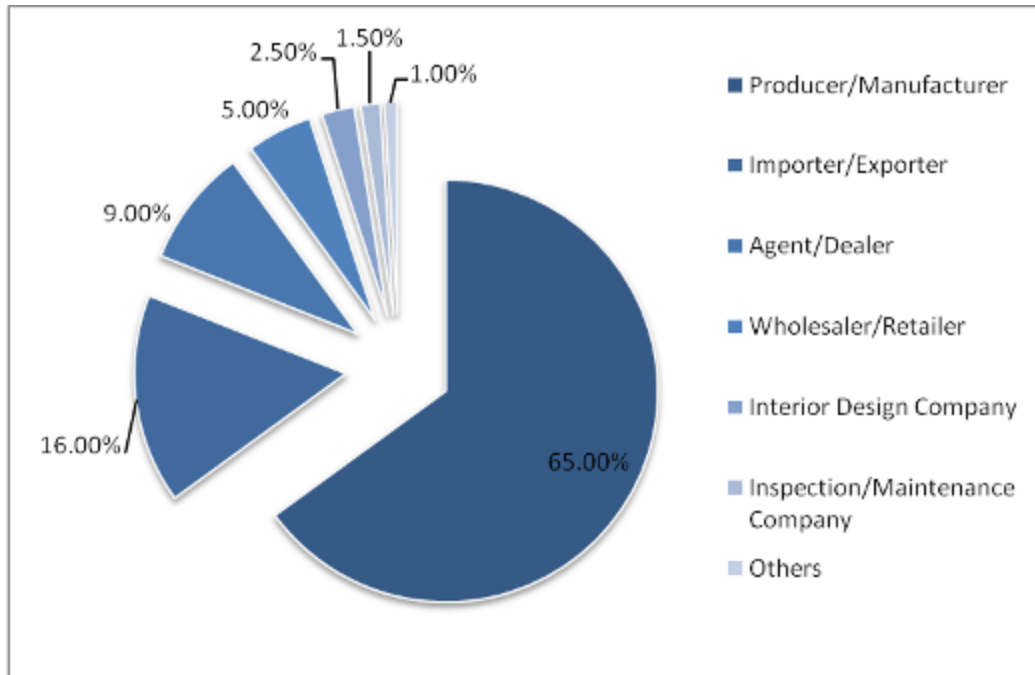


● **By Purpose of Visitors**

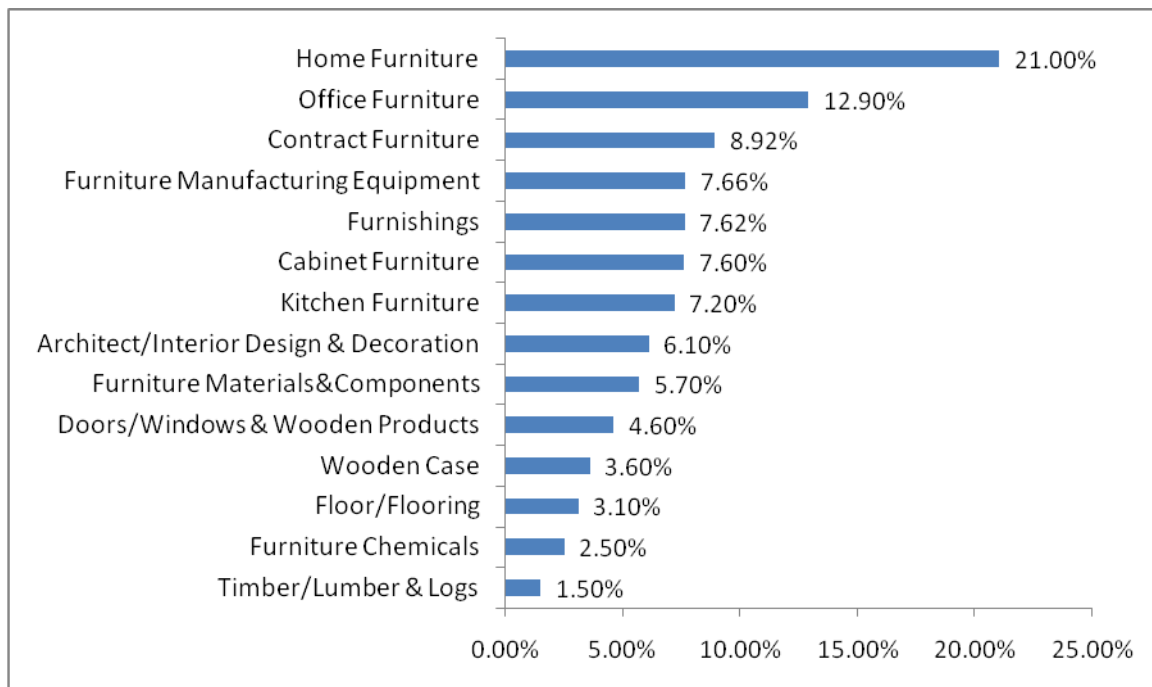


FMC Premium Visitors Analysis

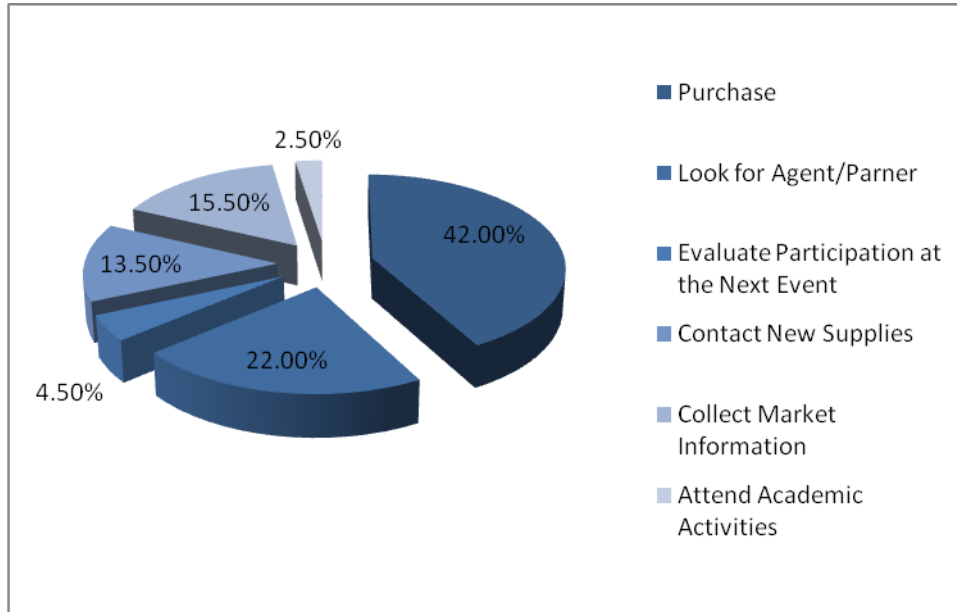
● **By Business Scopes**



● **By Products Scopes**



● **By Purpose of Visitors**



Visitor Quotes:

We attend furniture exhibition every year, especially FMC China 2011. FMC offers us a great platform to find new products, know about the new technology, and accept the new information. The organizer's service is satisfied and we've gained a lot.

—— **Mr. Bao, Equipment Supervisor/Engineer, Shanghai Jiangfeng Furniture Co., Ltd.**

We visit FMC China every year. Our main objectives are to find new partners, see new products of furniture material industry and know about the information of our competitors. FMC China 2011 is such a large exhibition that we cannot miss.

—— **Mr. Ou, General Manager, Wuxi Wanli Adhesion Materials Co., Ltd.**

We have been to FMC China over five times. This year, we visit FMC mainly to find new partners and make trade negotiations. The first impression of the exhibition halls is that the environment is very comfortable and the booth decoration is very beautiful. Of course, we are also interested in exhibits.

—— **Mr. Chen, Sales, Bona Daya (HongKong) Furniture Co., Ltd.**

Events & Activities

The organizer has arranged more than 30 professional and interactive on-site events.

The Opening Ceremony of Furniture Manufacturing & Supply China 2011

Date: Sept. 14, 2011 9:30 AM Venue: First Floor Lobby at SWEECC

The Guests:

China National Light Industry Council	Vice President	Qian Guijing
China National Furniture Association	President	Zhu Changling
China National Furniture Association	Honor president	Jia Qingwen
Consulate General of Italy - Shanghai	Consul-general	Mr. Vincenzo De Luca
Asociacion de Fabricantes de Muebles de Jalisco (Afamjal) Jalisco Furniture Manufacturers Association	President	Mr. Rafael Perez
UBM Asia Limited	President & Chief Executive Officer	Jimé Essink
Malaysia Furniture Entrepreneur Association(MFEA)	President	Mr. Lor lean Sean
China Timber & Wood Products Distribution Association	President	Liu Nengwen
Shanghai Interior Decoration Association	President	Sheng Guochen
Shanghai Furniture Association	Chairman	Huang Liguó
Shanghai Timber Industry Association	President	Xu Wenhua
Qingdao Wood Working Machinery Association	President	Qu Mingchun
Shanghai Eastbest International(Group)Co.,LTD	Chairman	Dai Liu
Shanghai World Expo(Group)Co.,Ltd.	Vice President	Tang Guifa
Homag China Golden Field Ltd.	Managing Director	Guan Jianhua
Shanghai Chaolun Mechanical Equipment Co., Ltd.	General Manager	Zhu Yongyu
Shanghai Yeheng Woodworking Machinery Co.,Ltd.	General Manager	Liu Ye

FMC China 2011 Gala Dinner

Date: Sept. 15, 2011 18:30-21:00 Venue: Cruising Ship

FMC China 2011 'Outstanding Contribution Award' of Woodworking Machinery	1	Shaoxing Huajian Mattress Machinery Co., Ltd.
	2	Guoming Machinery & Electronic Equipment Co.,Ltd.
	3	Anderson Industrial Corp
	4	Foshan Yuantian Mattress Machinery Co., Ltd.
	5	Fonjin Wood Working Machinery Co., Ltd.
	6	SCM GROUP
	7	Shanghai Chaolun Mechanical Equipment Co., Ltd.
	8	Nanxing Woodworking Machinery Co.,Ltd.

	9	HOMAG China Golden Field Ltd.
	10	Weinig (Yantai) Woodworking Technology Co., Ltd.

FMC China 2011 'Outstanding Contribution Award' of Furniture Raw Materials	1	Taizhou Chenguang Vehicle Co., Ltd.
	2	BASF Polyurethane Specialties (China) Company Ltd
	3	Kingdecor(Zhejiang) Co., Ltd.
	4	Jowat(Beijing)Adhesives Co.,Ltd
	5	FRENCH TIMBER
	6	Hulin Metal Products (Suzhou) Co., Ltd.
	7	OKIN Refined Electric Technology Co., Ltd.
	8	Huali Industries Co., Ltd.
	9	Shanghai Yihuang Wood Industry.Co.,Ltd
	10	Hangzhou ZhongTai Industrial CO., Ltd
	11	TUV Rheinland Group
	12	Guangdong Taiqiang Chemicals Industrial Co., Ltd.
	13	Wanhua Ecoboard Co., Ltd.
	14	Hebei AMS Wood Processing Co.,Ltd
	15	Anhui Anli Artificial Leather Co., Ltd.

New Investment in Traditional Industries

2011 Chinese Wooden Furniture Development Forum

Concurrently with 'New Marketing, New Markets' E-Commerce Forum

Date: Sept. 14 10:30-17:00 Venue: Meeting Room 2

2011 Chinese Wooden Furniture Development Forum New Investment in Traditional Industries

Module 1: Investment Opportunities in Chinese Wooden Furniture

Module 2: Diversity of Chinese Wooden Furniture

2011 'New Marketing, New Markets' of E-Commerce Industry

Module 1: The Internet Development in Traditional Enterprise during New Economy Era

Module 2: Interactive Discussion- E-Commerce of Traditional Furniture Enterprises

The 3rd Buyer Sourcing Event (FMCChina.com.cn)

Date: Sept. 15, 2011 14:00-16:30 Venue: Booth No. 2S05 in Hall 2

Pre-Selection Service for 42 Domestic and Overseas Buyers

List of Major Buyers

1	AIRFIX	7	GLOBEXIMS
2	D'FURNI jsc.	8	Herrajes y Materiales
3	Elle Furniture Pty Ltd	9	Innovace Australia Pty Ltd

4	Garassy	10	Montinovo
5	GB WORLD TRADE CO., LTD	11	Southern Motion
6	GLOBALTEC FIREPLACE INC	12	VIJAYA TRADERS

Technical Seminars

Date: Sept. 14-17, 2011 Venue: Meeting Room A/B of Hall 3

Date	Time	Venue	Topic	Speaker
Sept. 14	13:30-14:00	Meeting Room A	Professional Services from SGS for Your Furniture Import & Export Business	Ms. Donna Gu SGS Furniture laboratory Senior Senior Engineer SGS-CSTC Standards Technical Services Co., Ltd.
	14:10-14:40	Meeting Room A	China Furniture Material Industry Development of Chinese Press Conference	Asia International Furniture Material Trade Center
	14:10-14:40	Meeting Room B	The Grades, Grading, Species and Sustainability of US Hardwoods	Mr. Bob Sabistina International Grading Consultant, National Hardwood Lumber Association
	14:50-15:20	Meeting Room A	Formaldehyde-Free Strawboard Makes Furniture as Safe as Fruit	Jun Peng Manager of International Trade Department Wanhua Ecoboard Co., Ltd.
Sept. 15	09:50-10:20	Meeting Room A	Consummate Technology for Paper-making in Kingdecor	Martin Kosina Papermaking Industry Experts Kingdecor(Zhejiang) Co., Ltd.
	10:30-12:00	Meeting Room B	The French Timber Export Situation Profile and the PEFC Forest Authentication and Forest Products Processing Enterprise	Jean-Francois French Timber Managing Director Songbo Yu PEFC China Director
	11:10-11:40	Meeting Room A	Linear Actuator System Used in the Furniture Application	Mr. Qiu Jiakun Business Director Linkan Asia Co., Ltd.
	13:30-14:00	Meeting Room A	Latest LaserTec for Edge Banding from HOMAG	Eberhard Schlee HOMAG Representative for China HOMAG China Golden Field Ltd.
	13:30-14:30	Meeting Room B	Chinese Wood and Wood Products Import Situation in the First Half of 2011 and Future Trends	Wang Shaofang Secretary-General Shanghai Timber Association

	14:10-14:40	Meeting Room A	Hazardous Formaldehyde and VOC emission test standards for furniture in EU & US	Ms. Lena Qi Project Manager TUV Rheinland Group
	14:40-16:40	Meeting Room B	Analysis on Chinese Coniferous Timber and Products Sales in the First Half of 2011	Peixin Li Marketing Director Shanghai Timber Association
	14:50-15:20	Meeting Room A	'Sashay' International Brand Floor, Wallboard New Product Launches	Yonglan Xia General Manager Shanghai Konsh Industrial & Trading Co., Ltd.
	15:30-16:00	Meeting Room A	Edge Banding Technology for High-End Contract Furniture, Kitchen & Bathroom Cabinets	Mr.Liu Xiangfei General Manager Weinig (yantai) Woodworking Technology Co., Ltd.
Sept. 16	10:30-11:00	Meeting Room A	New Product Demonstration	Yongyu Zhu General Manager Shanghai Chaolun Mechanical Equipment Co., Ltd.
	13:30-17:00	Meeting Room B	China Man-made Board Circulation Key Enterprises (East China) Symposium	Nengwen Liu President of China Timber & Wood Products Distribution Association Hongfan Li President of China Wood International Chief Editor of International Wood Industry Magazine
	14:50-15:20	Meeting Room A	HUALI Edge Bandings - Leads You to Enjoy the Most Subtle Surprises!	Tangxin Wang Deputy General Manager Huali Industries Co., Ltd.

'Build Our Green Home Land' Theme Salon

Date: Sept. 14-16 Venue: Salon Area of Hall 3

Date	Time	Topic	Company
Sept.14	10:00-11:50	Canada Plank and Sustainable Forest Management	Canada Wood
Sept.14	14:00-16:00	1) How to Make a Perfect Mattress 2) Global Mattress Development Trend 3) Latest Technology and Market Analysis for Mattress Products	Lucid Trading Co., Ltd.

Sept.15	10:00-11:30	LaserTec for Edege Banders Imos - The Software for Furniture and Interior Design	HOMAG China Golden Field Ltd.
Sept.15	13:00-14:10	VOC Emission Testing - Ensure the Quality of Your Furniture!	TUV Rheinland Group
Sept.15	14:20-16:00	Health Materials Create Green Furniture	China Wood International International Wood Industry Magazine
Sept.16	10:00-11:30	Environmental testing knowledge spread of The application of furniture testing instruments	Kingwells Test Equipment Mfg.Ltd.
Sept.16	14:00-15:10	Biesse、Cefla、Altendorf、Wellex Brand Introduced	Shanghai Chaolun Mechanical Equipment Co., Ltd.



Onsite Display

(1) Press Center



(2) Media Center



(3) FMC New Products, New Technologies & New Materials Display



FMC New Products, New technologies & New Materials Display

(Venue 1: SNIEC)

(Venue 2: First Floor Lobby at SWEECC)

Company	Product/Technology
HOMAG China Golden Field Ltd.	LaserTec for Edege Banders
Linkan Asia Co., Ltd.	Linear Actuators System
Wanhua Ecoboard Co., Ltd.	Formaldehyde-Free Strawboard
Tianjin Yubei Paint Co., Ltd.	Bredingk Water-based Wood Paint
Shanghai Chaolun Mechanical Equipment Co., Ltd.	Biesse CNC Machine Rover A 5-axis, Biesse CNC Machine Eko 902, Biesse Viet S3 Sanding Machine, Cefla Automatic Roller Machine, Altendorf Sliding Table Saw F45
Akzo Nobel Coatings Dongguan Co., Ltd	UV Water Paint
Zhangjiagang Oshika Chemical Industrial Co.,Ltd.	Green Ichiban Series: Formaldehyde Catcher[(Indoor Usage) 、 Magic Master(Bactericidal Agent 、 Effective Deodorant)]
Shenzhen Keding Hardware Co., Ltd	Multifunctional Integration Desktop Socket Device
Dongguan Jiadao Hardware Product Co., Ltd.	Y108 Device for Slowdown Level Sliding Doors, BG109 Closet Free-Stop Sliding Device
Zhuokai Furniture Hardware Manufactory	New Sofa Feet, New Sofa Frames, New Tea Table Frame, New Dining Tables and Frame
Shanghai Yirui Plastic Products Ltd.	Edge of 3D Color, PVC/ABS Shutter Doors
Weinig (Yantai) Woodworking Technology Co., Ltd.	Holz-Her Edgbander Contriga 1366
Huali Industries Co., Ltd.	ABS Edge Banding
Lidelong Furniture Co.,Ltd	PP Armrest, Nylon Feet
Wen'an County Deyi Wood Co.,Ltd	Electric Sofa Bed
Hebei AMS Wood Processing Co.,Ltd	OPP

Medias

Official Media:

《Woodworking & Furniture Digest》



《Pablo Publishing》



《FDM Asia》



《China Furniture》



China Wood International Inc (International Wood Industry) Magazine



Official Website: www.fmcchina.com.cn



FMC China 2012

September 11-14, 2012

Shanghai World Expo Exhibition & Convention Center



70,000 SQM

32,000 Professional Buyers

850 Exhibitors

FMC China 2012

Furniture Manufacturing & Supply China 2012

September 11-14, 2012

Shanghai World Expo Exhibition & Convention Center

(Woodworking Machinery, Furniture Raw Materials)

Colocated with:



FMC Premium 2012

Venue: Shanghai World Expo Exhibition & Convention Center

Concurrently with:



Furniture China 2012

Venue: Shanghai New Int'l Expo Center

2 Venues connected by Metro Line 7 and Shuttle Bus



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www.fmcchina.com.cn