

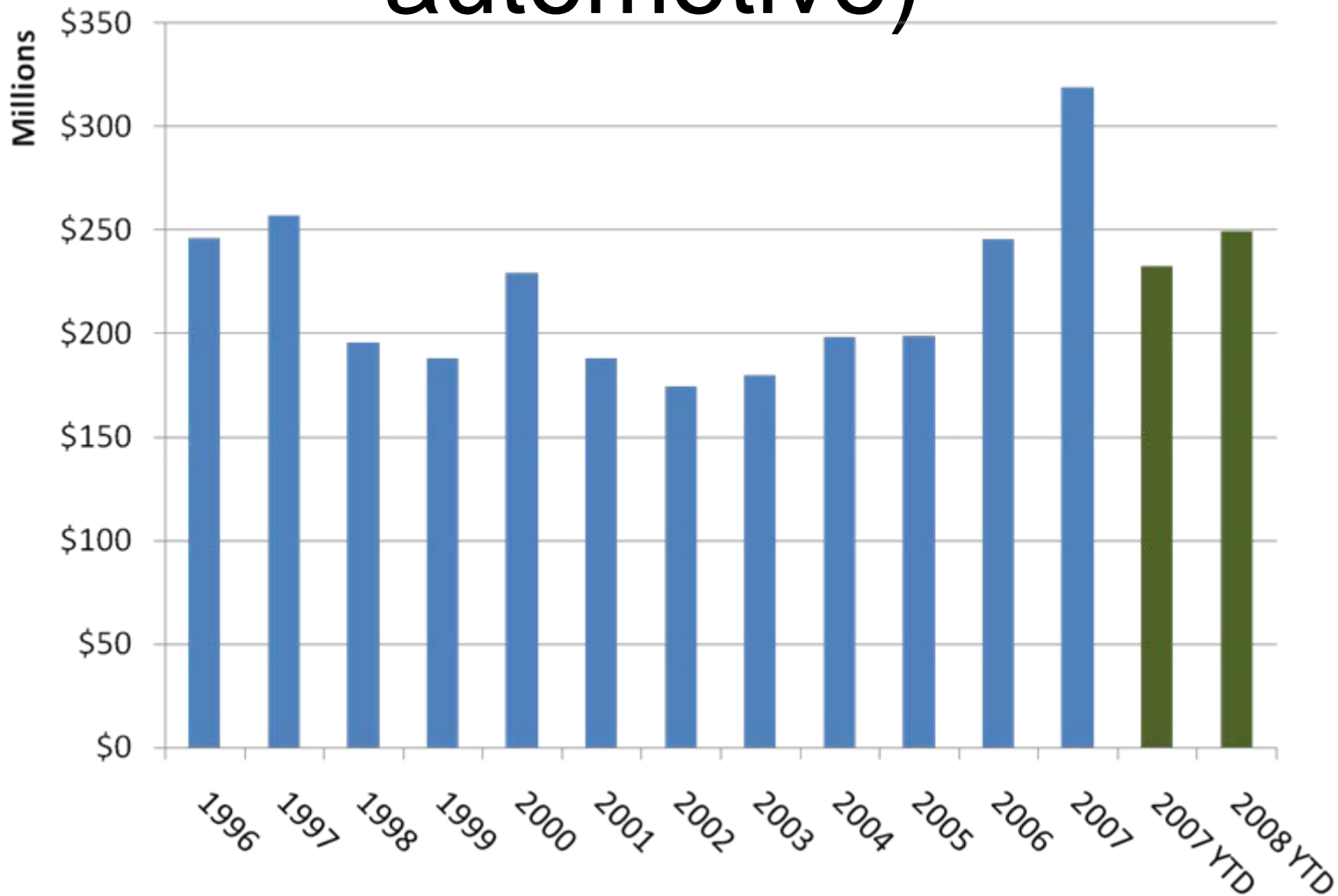


# **Asia-Pacific Furniture Markets**

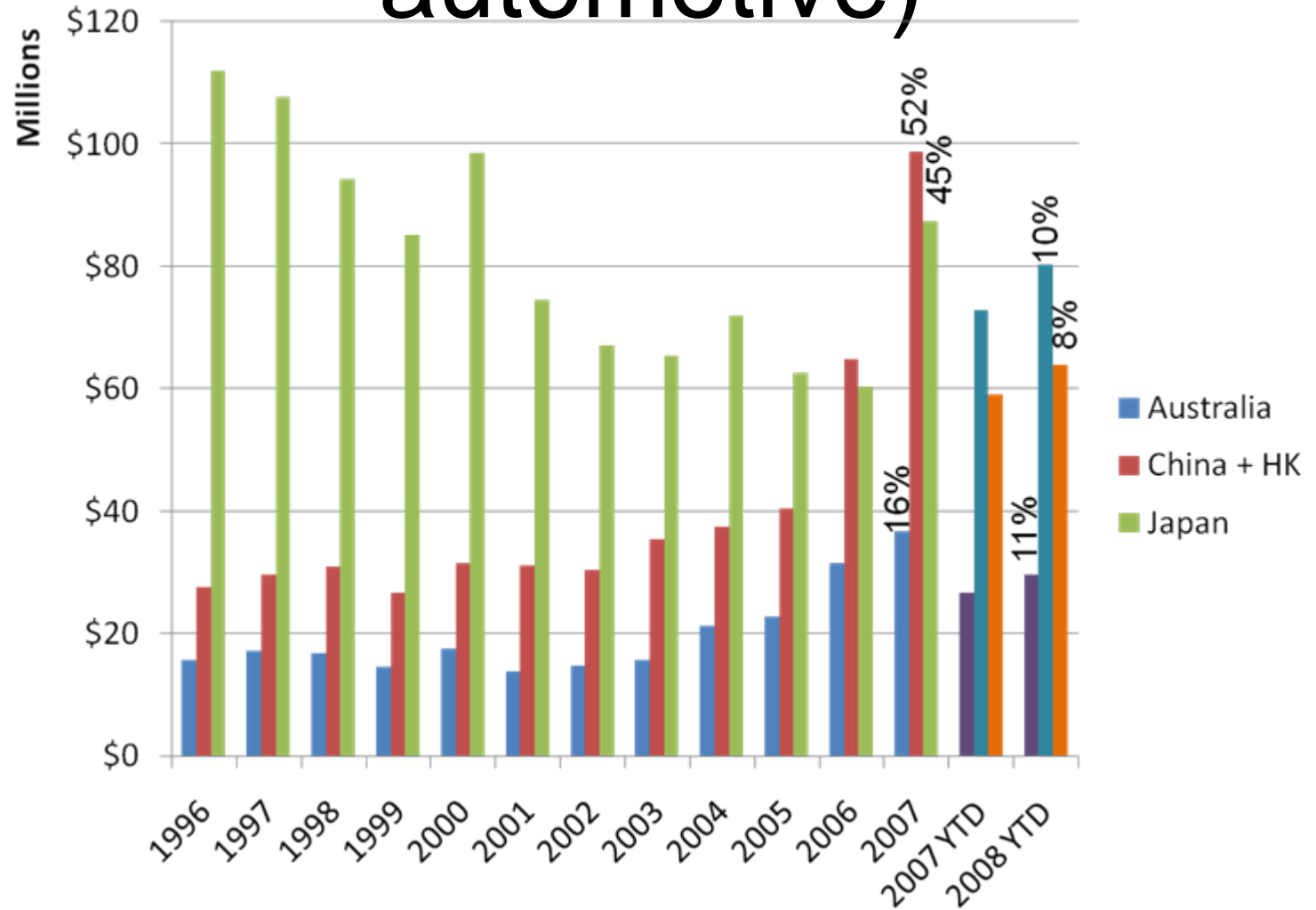
**John H. Jackson**  
**November 20, 2008**

**Mississippi State University**  
**Franklin Furniture Institute**

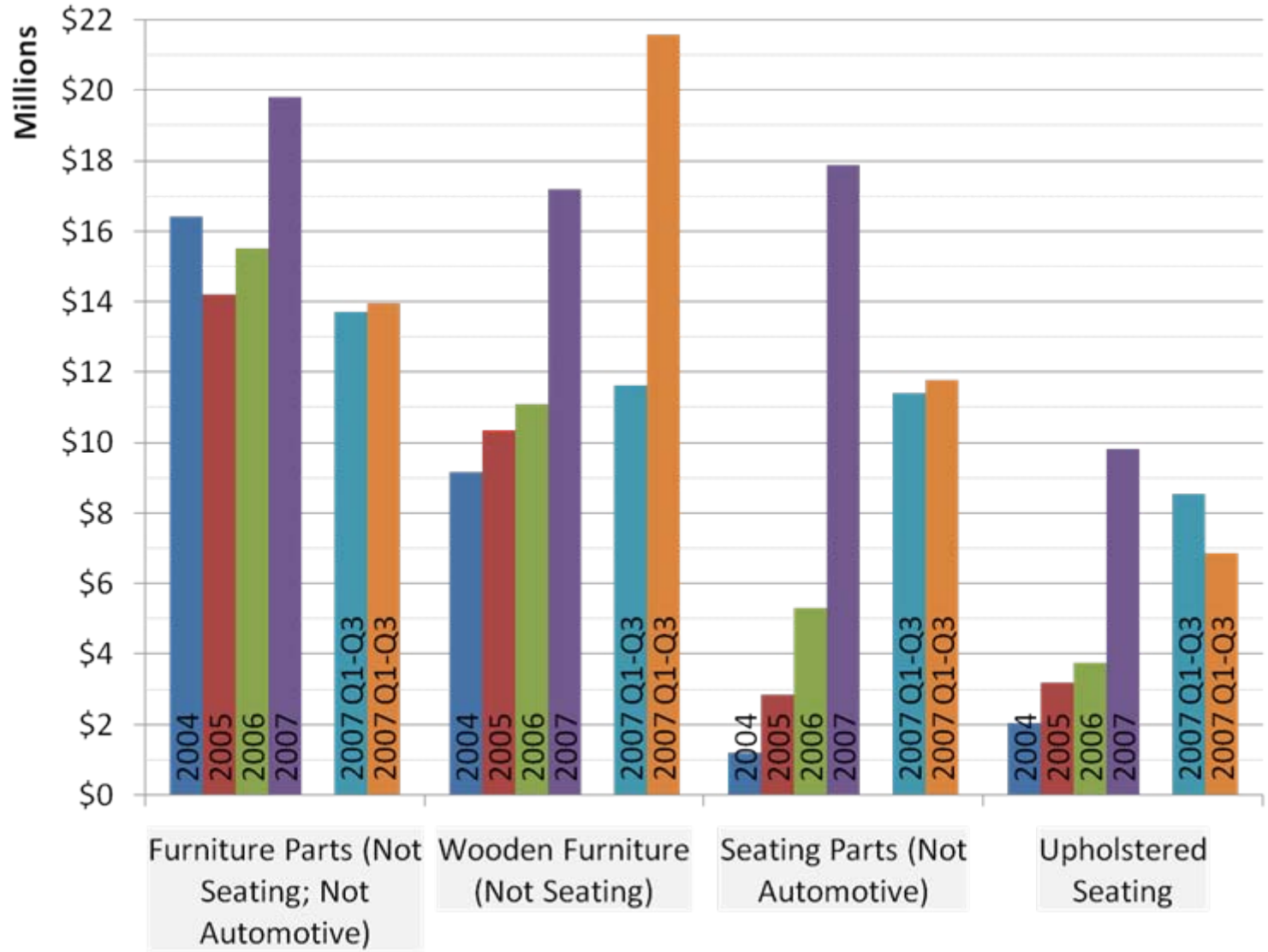
# U.S. Furniture Exports to Asia (exc. medical & automotive)



# U.S. Furniture Exports to Asia (exc. medical & automotive)



# China & Hong Kong



# Who Exports to China?

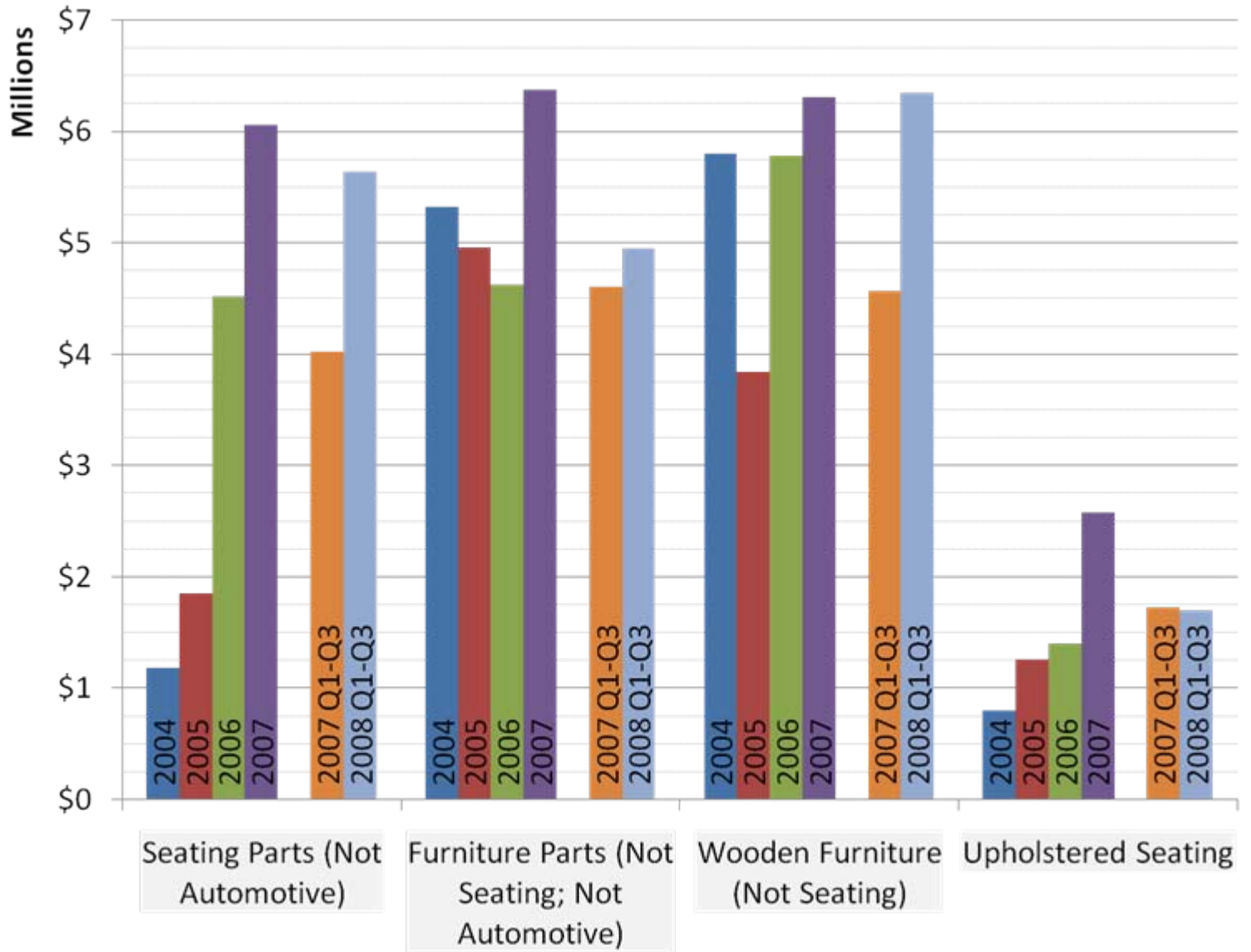
- **Ethan Allen**  
28 stores in 20 cities, with Chinese partner manufacturing under contract & importing from U.S.
- **Da Vinci Group (Singapore)**
  - International furniture dealer representing global brands from Europe and the U.S.
  - Partner of Thomasville, with seven stores carrying brand.
- **Lane Furniture Industries**  
Partner / master distributor opened display showroom in Beijing in April 2006.
- **PSI, LLC**  
Manufacturer of standard & custom metal furniture.

# Who are the Chinese Consumers?

- **A country of more than 1 billion people, with the most rapidly growing per person GDP in the world.**
- **Quoting Thomasville representative in “U.S. brand names appeal to growing Chinese market” by Thomas Russell -- Furniture Today, September 26, 2005:**

“The business is growing just as the Chinese economy is growing. The size of the population is so large that any small movement is gigantic in terms of proportions... Upper class customers lean towards products with dark finishes and styles that are popular in the U.S.... New homes (in China) are huge in many instances. The rooms are large and ceilings are high. That dictates scale. Generally these are full scale, if not larger scale, collections.”

# Australia

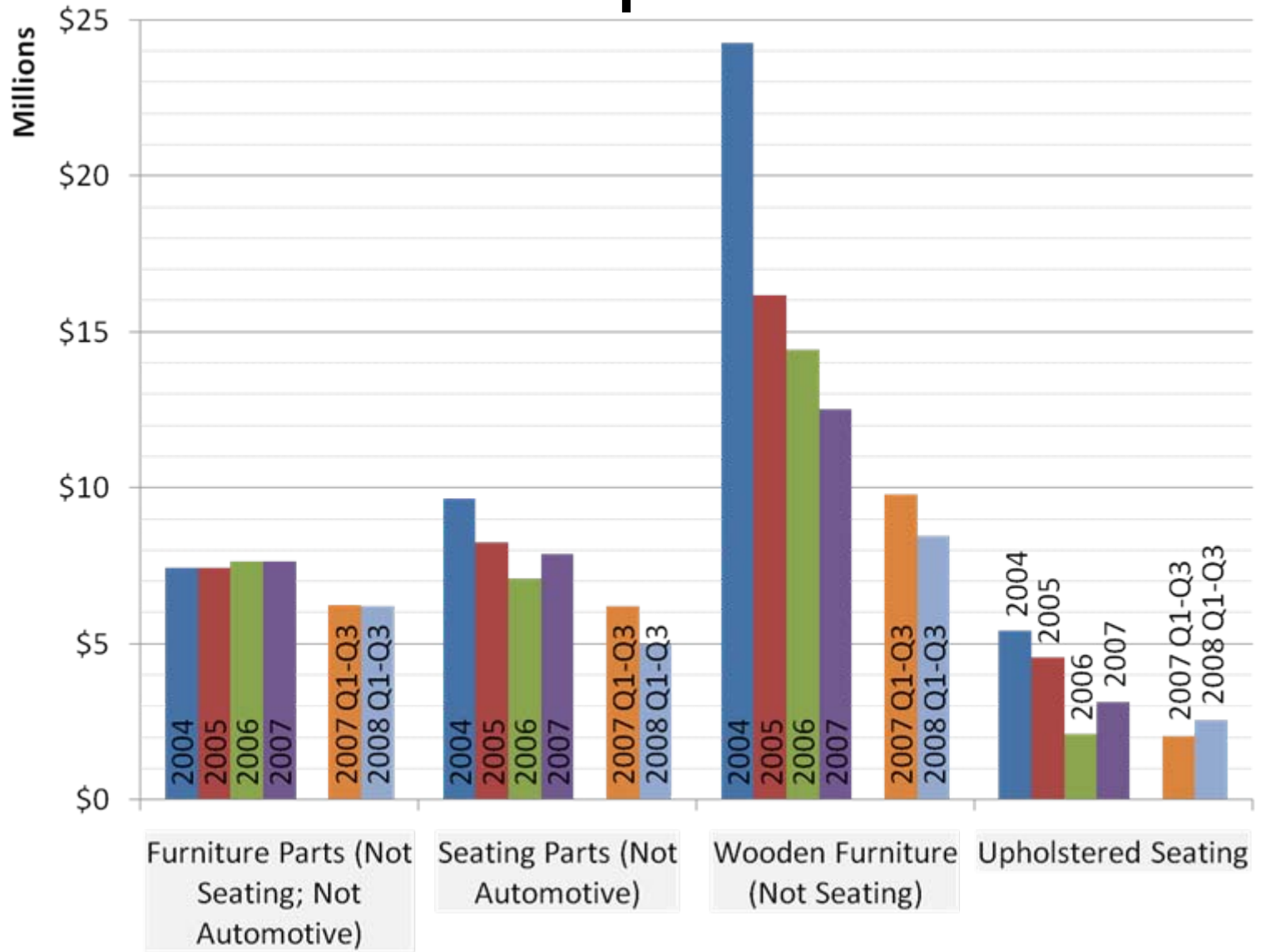


# The Aussie Advantage

- U.S. Free Trade Agreement
- Cultural and language barriers exist, but are very low.
- Strong affinity for U.S. brands and outdoor lifestyle; keen influence of Asian culture.
- A gateway to Asian markets?



# Japan



# Japan's Elusive Consumer

- A very difficult market to enter and gain market share.
- Mass Perfection and Craftsmanship
- Affinity for U.S. brands & “pop” culture, but very different lifestyle.
- The most steady economy in the world so far during the current economic situation.
- Long-term relationships

# MDA International Trade Resources

## State of Miss. China Office

**Paul Swenson**  
Shanghai Mart, 11A51  
2299 YanAn West Rd  
Shanghai 200336 CHINA  
(86-21) 3228-3505  
Paul.Swenson@thechinahand.com

## Australia

Established relationships with both  
U.S. Department of Commerce  
Foreign Commercial Service Staff  
&  
Independent Local Contractors

## State of Miss. Japan Office

**Paul Mullins**  
6<sup>th</sup> Floor, Yokohama World Porters  
2-1 Shinkou 2-Chome Naka-ku  
Yokohama 231-0001 JAPAN  
(81-45) 222-2047  
Paul@ywbc.org

## Local Mississippi Staff

**John Henry Jackson**  
Asia-Pacific Trade Manager  
601-359-6714  
jjackson@mississippi.org

# MDA Furniture-related International Trade Initiatives

- China International Furniture Fair & Interzum Guangzhou: March 2009  
**Registration Deadline: Dec. 10, 2008**
- China Furniture & Woodworking (Dalian): June 2009
- Vietnamwood (Ho Chi Minh City):  
Spring 2010

mississippi development authority

MISSISSIPPI

## Contact Information:

**John Henry Jackson,  
Asia Pacific Trade Manager  
Global Business Division, MDA**

**601-359-3155**

**[jjackson@mississippi.org](mailto:jjackson@mississippi.org)**

*THANK YOU!*