Furniture & Supply Trade Mission to Shanghai, China

Furniture China 2011: September 14 - 17, 2011
FMC Premium 2011: September 14 - 17, 2011

Sponsored by the Appalachian Regional Commission and its member states (AL, GA, KY, MD, MS, NY, NC, OH, PA, SC, TN, VA, WV)
Why Participate? Why Shanghai, China?

The Appalachian Regional Commission (ARC) and its state partners invite you to the leading international exhibition in China for furniture, its components, and wood products.

**Export with confidence to one of the largest markets in the world:**

- A new Chinese middle class is the most rapidly growing consumer of U.S. furniture in the world. As of November, 2010; $65.0 million in upholstery and $26.8 million in case goods have been exported to China from U.S. manufacturers. That’s an increase of 90% and 161% respectively over the same period of 2009. Some manufacturers have seen increases of over 400%.
- China is expected to be the 4th largest buyer of U.S. furniture product in 2011.
- The demand for furniture components and wood products has rebounded strongly in China. Since 2009, China has been the second-largest overseas market for U.S. wood products—primarily hardwood products used for household furnishings. 2010 exports of US logs and lumber totaled $1 billion as of November, an increase of more than 100% over the same period in 2009 and the highest level on record.
- China is the third largest export market for U.S. tangible goods, and as of 11/2010 totaled $81.8 billion—a 34% annual growth.
- Our pavilions will be located in the Shanghai Expo Theme Pavilion (FMC) and the Shanghai New Int’l Expo Center (Furniture China), giving exhibitors and visitors a rare opportunity to interact with a full spectrum of furniture-related companies.
- China retail opportunities continue to expand and evolve. Side trips will be planned for participants to see new concepts in furnishings design centers specializing in B2B markets and also to major furniture retail locations such as the HWSB Home Furnishing Mall. Also, retail, distribution and sales organizations will be identified and brought into the booth for appointments with participants.

We make it easy:

- Participants receive pre-arranged, branded pavilion space.
- All export-ready firms from states within Appalachia are welcome.
- Subsidies for companies from Appalachia increase the value.


Those in Appalachian counties will receive subsidized booth space. Visit [www.arc.gov](http://www.arc.gov) for a county list.

**Costs & Benefits**

**For furniture companies**

A $325 / m² cost* for the first 10 m² to you allows:

- Four days of participation in one of the most highly regarded furniture tradeshows in the world.
- Fully coordinated booth space as part of a branded pavilion.
- SPACE IS LIMITED. $450/m² after 10 m²

**For furniture supply companies**

A $1950 / 9m² cost*, $1250/6 m² to you allows:

- Four days of participation in one of the most highly regarded furniture supply trade shows in the world.
- Fully coordinated booth space as part of a branded pavilion.
- SPACE IS LIMITED, $450/ m² for non-ARC affiliated companies

*Cost for Appalachian firms

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**Sample Itinerary**

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/10</td>
<td>Show participants depart U.S.</td>
</tr>
<tr>
<td>9/11</td>
<td>Show participants arrive Shanghai, China (PVG)</td>
</tr>
<tr>
<td>9/12-13</td>
<td>Show set-up</td>
</tr>
<tr>
<td>9/14-17</td>
<td>Furniture China and FMC China 2011</td>
</tr>
<tr>
<td>9/18-19</td>
<td>Optional trips to Design Centers and retail locations in Shanghai area. Prequalified meetings with owners / management.</td>
</tr>
<tr>
<td>9/20</td>
<td>Participants return to U.S.</td>
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</tbody>
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**Shanghai, China**

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Est. per person costs as of 02/01/11:

- Coach plane ticket from NC $1,700 (CLT – PVG)
- Shanghai Hotel $225 / night x 9 = $2025
- Meals /incidents/transport = $800

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**Show**

Furniture Show

Sample

Itinerary