



Suite 1305, Bank of America Tower, 12 Harcourt Road, Hong Kong
Tel: (852) 2724 0228 Fax: (852) 2366 8931
E-mail: info@ahec-china.org
Website: www.ahec-china.org

Press Release
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American Hardwood Export Council organizes the first Greater China Furniture Design Competition

American Hardwood Export Council (AHEC) announces today the debut event of the "American Hardwood Export Council Greater China Furniture Design Competition". As the Greater China furniture market becomes more mature, the organizer hopes, through the promotion of competition, to strengthen the application of American hardwood in furniture design and production in Greater China region.

The data from the Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics shows that the total import of U.S. hardwood products amounted 684.56 million in Mainland China, Hong Kong and Taiwan in 2010, representing 27% of total U.S. hardwood export. The booming real estate market in recent China market led the development of Chinese furniture market and resulted the growing demand of American hardwood in Greater China.

Apart from maintaining close relationship with timber industry, AHEC has been committed to the design community to promote the application of American hardwood. AHEC has supported and organized furniture design competitions in other countries and regions. This year AHEC will be focusing in Greater China and organizes the first "American Hardwood Export Council Greater China Furniture Design Competition". American Hardwood Export Council Southeast Asia and Greater China Regional Director Mr John Chan said, "We would like to make a cross over between high quality and sustainable U.S. hardwood with excellent chair design, and to further encourage the industry to use American hardwood for furniture design and production. We also hope to enhance the original furniture design and U.S. hardwood influence in the circle of designers and furniture enterprises. "

"Chair" is the theme of this year competition. AHEC welcomes all Greater China professional designers to participate.

For more information on competition, please visit the website at <http://www.e-ijj.com/topic/2011/design/index.html>