

FMC 2008: A grand industrial gathering

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Furniture Manufacturing & Supply China 2008 (FMC) – a grand industry affair covering many areas of furniture production from material, manufacturing to finished products – once again proves its importance to the industry.

FMC, a most time-honoured international exhibition in China's furniture manufacturing equipment and auxiliary material industry, has established its significance in the industry at home and abroad. On Sep 10-13 last year, FMC 2008 (Furniture Manufacturing & Supply China 2008) was unveiled once again at Shanghai New International Expo Centre (SNIEC) in Pudong, Shanghai. *Panels & Furniture Asia*, together with

exhibitors and visitors from around the world, witnessed its successful execution for the fourteenth time.

This edition of FMC 2008 was co-organised by Shanghai CMP Sinoexpo International Exhibition and Oriental International Holding Ad Exhibition, covering a variety of sectors such as furniture manufacturing equipments, instruments & components, furniture material & accessory supplies, furniture decoration & materials, adhesives, paints and grinding products.

This edition of the show has surpassed the previous one in size, with an exhibition area reaching 32,000 sqm (compared to 28,000 sqm of the previous edition). According to the organisers, due to limitations of space in the venue, the exhibition area fell short of demand by 20,000 sqm.

Among the 550 participating companies, there are some reputed international brands such as Homag, Biesse, SCM, Wemhoener, Vollmer, Leitz, with more than 30 Taiwan enterprises under Taiwan Woodworking Machinery Association as well as a great number of well-known domestic manufacturers such as Nanxing Woodworking Machinery Co Ltd, Shanghai



At the opening of FMC 2008

Yuetong Woodworking Machinery Co Ltd, Qiulin Machinery, Sichuan Qingcheng Machine Co Ltd and Guangzhou Panyu Tiede Machinery Factory.

Moreover, due to the participation of many soft furniture manufacturers, the soft furniture exhibition zone was also sizeable.

The four-day event attracted a total of 23,449 trade visitors.

FMC 2008 was held in collaboration with FMC Premium 2008 and other concurrent exhibitions held then included Furniture China 2008, Office Furniture China 2008, Furnishings, Fabrics & Lightings China 2008 and Kitchen & Cabinet China 2008. These events fully occupied 11 indoor halls and 26 outdoor halls of SNIEC, boasting a total exhibition area of 330,000 sqm and attracting 58,582 visitors from 150 countries and regions, and confirming its status as a leading industrial event covering the whole process of furniture production from material, manufacturing to finished products.

A sub-show within FMC 2008 was FMC Premi-



Machinery demonstration at FMC



Luenco stand in FMC 2008



A seminar held on PUR glue

Ms Francesca Bavecchi (L), Asia Marketing Manager of Tabu China, which is promoting its 100% dyed veneers at FMC Premium



Mr Brett G Taylor, Director and Ms Jennifer Huang, Export Coordinator of Blacktown Timber. It is promoting Radiata Pine and Tasmanian Oak from Australia at FMC Premium



um, which featured a selection of 140 renowned furniture accessory and suppliers such as French Timber of France, Tabu of Italy, ITC Timber of Australia and Anderson Tully Lumber of the US as well as AF&PA, American Hardwood Export Council and the North Carolina Government. High-grade industry accessories and materials were displayed within the exhibition hall of over 6,000 sqm, attracting 14,557 trade visitors such as high-end material buyers and designers.

For the first time in its history, FMC also launched the office furniture accessory zone and special hall for furniture fabrics/leather with more clearly defined categories to facilitate

visitors to easily locate target exhibitors.

During the exhibition period, the organisers held a number of special seminars and other activities. For example, there was a conference to launch the newly founded Raw & Supporting Materials Professional Committee, part of the China National Furniture Association, as well as a special seminar on the grading rules for French timber, on top of the use of environmentally friendly adhesives such as PUR in the soft furniture manufacturing industry.

For example, Bayer Material Science Trading (Shanghai) Company Limited and Guangdong Orient Resin Co jointly made a presentation on adhesives, pointing out the need for environmental protection from the harms caused by residual contaminants of some traditional furniture processes, and by also offering environmental-friendly adhesive solutions.

The four-day event gave many the opportunity to gain new insights by meeting with familiar names in the industry and making acquaintance of new contacts. *Panels & Furniture Asia* got a sense of the feelings and expectations of the industry for the this show as well as their viewpoints on the furniture manufacturing industry in China and globally.

Some insiders pointed out that China's furniture manufacturing industry are facing pressures and impacts from the economic recession in the international environment (in particular due to the subprime mortgage crisis in the US), while others gave updates on the policy changes within the domestic industry. While some manufacturers are worried about prospects, others are still full of confidence that the industry is in a period of transformation and improvement, during which the fittest will survive.

In face of these challenges, manufacturers are making strategic adjustments to seek new breakthroughs. Many overseas



Mr Bill Graban (L), CEO and Mr Michael Kwok, representative from Prime Lumber Company at FMC Premium

merchants expressly pointed out that China's furniture manufacturing industry and market play an important role in the global arena, and with high expectations all around on its prospect and potential, its slightest move will rivet the attention of the world.

The below shows the comments made by exhibitors as noted by our *Panels & Furniture Asia* editors and journalist at the FMC 2008.

PFA



Mr Roberto Bencina (R), International Sales Director of Holz-her Asia at FMC 2008

Industry Speak:

MR JOHN CHAN, Regional Director of Southeast Asia & Greater China, American Hardwood Export Council (AHEC)

“We participate in this event to make new friends and maintain good relationship with all. Of course, among these friends, there are closer ones.

Throughout Asia, China is undoubtedly the future for the industry. The government hardly intervenes in the industry while offering a fairly stable political situation and a fast growing economy. We also have a high expectation of Indonesia and Vietnam. Indonesia has good resources and governmental industrial policies while Vietnam possesses the labour, land, infrastructure and trade opportunities, etc required for the development of the furniture industry. All of them will be the focus of AHEC.”



(R-L:) Mr Joseph E Phaneuf, Executive Director of Northeastern Loggers Association Inc; Mr John Chan; Mr Bob Sabistina, Executive Director of American Walnut Manufacturers Association; Ms Dorothy Tong, International Marketing Manager; and Mr Steven Lee, Technical Manager in China Office of AHEC



The Tiede booth at FMC 2008

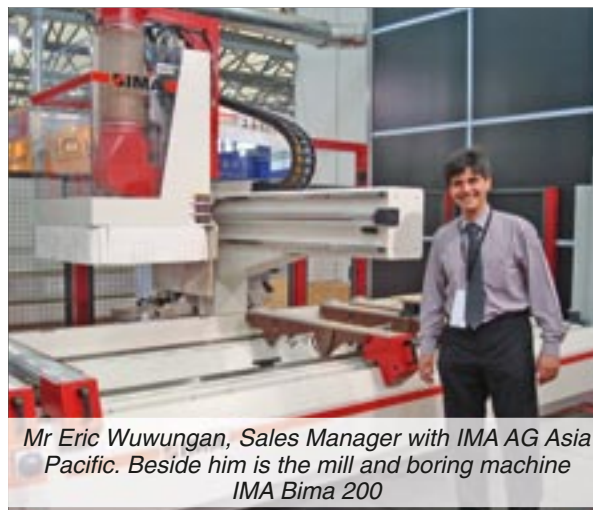
MR SHU YUEJIN, General Manager of Guangzhou Fanyu Tiede Machinery Factory

“Currently, the macro environment of the industry is poor with a lot of manufacturers shut down. Several shows we participated in 2008 were not in very good conditions, and were worse than the previous years. There are too many exhibitions of this type in China. However this show combines furniture machinery sector with a furniture exhibition, thus allowing mutual exchanges and learning, hence that’s good.”

MR ERIC WUWUNGAN, Sales Manager with IMA AG Asia Pacific:

“We have a new office at Changzhou and I’ll be stationed there by end-2008 so that we will have a total of five staff in China. We started an office there as IMA is one of the market leaders in flexible kitchen productions and Changzhou is the centre of kitchen production and the continuous concept in China. Our new office building will be at the same address at Wemhoener at 16 Keji Avenue and we are moving in before the Chinese New Year in 2009.

This year at FMC, we are exhibiting together with Wemhoener and Schelling as we provide complimentary products and the concept is working well for Schelling as there are already existing synergies.”



Mr Eric Wuwungan, Sales Manager with IMA AG Asia Pacific. Beside him is the mill and boring machine IMA Bima 200



Mr Chen Long Chiu at the show

MR CHEN LONG CHIU, Vice General Manager of Tex Year Chemistry Industry Technology (Shenzhen) Ltd

“This is one of the three major events we have participated in 2008. We came to China 15 years ago and now 40% of our products are sold to the Taiwanese market and 60% sold to other overseas markets.

Currently, as the costs for China’s furniture manufacturing industry surge, some export-oriented factories have closed down. The domestic market is fairly good, but there are fierce competitions there. As Chinese clients and consumers have higher requirements for the quality of products, it is infeasible to follow the strategy of low-end products. As a provider for auxiliary materials, we shall keep up with the trend.”



Kanefusa’s stall at FMC 2008

MR SUGAI SHUNYAKU, North China Director of Kunshan Kanefusa Corporation

“I feel that there were many visiting clients last year. This year, many of the new clients we have met here are introduced by our current clients. Of course, we have also seen many reputable manufacturers in this exhibition. Compared with its counterparts in Japan and Germany, in my view, this exhibition can be improved with respect to services and layout.

At present, the industry is under an adverse impact due to the external factors such as a price hike in raw materials, high tax rate and stagnation in US economy, etc. But this might not hurt us as our products are high quality products using high technology and precision.”

MR NATHAN COHEN, President of Dimar Ltd

“This show features a diverse platform for the presentations and sales of woodworking machinery, home furniture, decoration and office furniture, etc. While everyone hopes to profit by selling or purchasing their products, and many people are here to exhibit and visit, however few deals have taken place directly on the exhibition site.

We are a leading manufacturer in the industry with exports accounting for 98% of our income, and these mainly go to North America and Europe. Dimar entered China 12 years ago and is one of the first international cutter experts that established an office in China. Evolving from a small office at to a large scale company today, we have always adhered to the notion of “high standards and low price” by offering clients new products and constantly updating technologies. I highly appreciate the Chinese people’s attitude to improve their life and work and believe that they will become No.1 in the world.”



Mr Nathan Cohen and Mr Jerry Yu, Sales Manager, both of Dimar (China)