





Exhibition Area  
**71,000** sqm



Show  
Figures of  
FMC China  
2012

Exhibitors  
**850**

## Introduction

FMC China is the fair targeting on woodworking machinery and furniture raw materials industry in China. FMC is the leading woodworking fairs in China, and the only one in the 2nd half year annually.

FMC China is concurrently held together with 'Furniture China', which is the 3rd largest furniture show in the world, the No.1 in the Asia with 600,000 sqm, 2,800 exhibitors. Those exhibitors in Furniture China are the trade visitors of FMC China. It is the guarantee of FMC to become the premier one.

After moving to a larger site in 2011 – Shanghai World Expo Exhibition & Convention Center (SWECC), FMC got 20% increase. According to statistics, FMC China 2011 attracted 745 exhibitors and a total of 30,327 professional buyers from 30 provinces and 111 countries and regions, of which 4,041 is overseas buyers. India, Australia, America, Malaysia, Italy and Korea, Russia are the major sources of overseas visitors.

Trade Buyers  
**35,000**

Show  
Figures of  
concurrent  
Furniture  
China 2012

Exhibition Area  
**750,000** sqm

Exhibitors  
**3,000**



## Exhibits Profile

- Woodworking Machinery
- Furniture Manufacturing Equipment, Parts
- Upholstery Furniture Manufacturing Equipment
- Furniture Woodworking Tools & Saws
- Furniture Raw Materials & Components
- Furniture Surface Decoration
- Furniture Hardware & Fittings
- Wood & Panels
- Furniture Fabrics & Leathers
- Upholstery Furniture Components & Accessories
- Office Furniture Components & Accessories
- Cabinet / Wardrobe Fittings & Accessories
- Furniture Chemicals
- Furniture Lighting
- Furniture Inspection, Design & Services



# Why Exhibits

**M**eet over 35,000 professional trade buyers worldwide, of which 85% from Chinese mainland,

**E**asy and cost effective-way for those exhibitors In concurrent Furniture China to come to visit FMC. It ensures the quantity and quality of visitors for FMC

**L**aunch your products and innovations on the TOP ONE exhibition In China, Concurrently with No.1 furniture show In Asia

**T**he modernized show venue is the main plaza of Shanghai World Expo 2010, a well known gathering center.

**K**eep up with the latest market trends and needs in China.



	SQM	EXHIBITOR	VISITOR
1993	700	20	2,000
1995	750	24	3,500
1997	1,300	38	6,000
1998	2,800	79	8,000
1999	5,000	125	9,000
2000	8,000	169	10,000
2001	8,000	156	10,000
2002	12,000	238	12,000
2003	15,000	265	16,600
2004	18,000	304	21,000
2005	20,600	346	24,139
2006	24,039	551	25,087
2007	28,000	580	28,783
2008	32,000	550	25,733
2009	36,000	630	26,674
2010	37,000	650	29,341
2011	59,000	745	30,327

# Show Review

In 2011,

**70%** of the exhibitors said that the visitors were much more professional after moving to the Shanghai World Expo Exhibition & Convention Center in 2011.

**85%** are Repeating Exhibitors.

**52%** Exhibitors that participated for 3 years consecutively.

**70%** of the interviewed visitors considered to come back again.

**70%** the interviewed visitors agreed the show is one of the best world-class exhibitions.

**Homag** has been FMC China for 12 years.

**Taiwan** Woodworking Machinery Association (TWMA) has participated in FMC China for 10 years.

## Top 10 Domestic Visitors of 2011 Edition

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



## Prosperous Markets & Tremendous Opportunity

China is No.1 in furniture expo market. China's furniture export volume in 2010 reached USD 34.7 billion, growing at about 30% annually

China is No.1 furniture producing country. China holds 25% of the global furniture market.

There are more than 50,000 furniture manufacturing factories/companies in Chinese mainland.

In 2010, the output volume of China's woodworking industry is USD3.5 billion. It is the third position following Germany, Italy in the world.

With 1,000 enterprises and increase rate of 17% annually, China's woodworking industry exports USD1.25 billion products to countries worldwide.

## Show Schedule

Move-in/Registration	
Sep. 8-10, 2012	08:30-17:30
Exhibition Hours	
Sep.11, 2012 including Opening Ceremony	09:00-17:30
Sep. 12-13, 2012	09:00-17:30
Sep. 14, 2012	09:00-16:00
Move-out	
Sep. 14, 2012	16:00-24:00

# Strong Promotion Coverage

**A**dvertisements and news releases in 100 trade media. Sharing Ads and News Release within media plan worldwide covered by Furniture China in over USD2,000,000 ad cost.

**T**rade visitors' delegations organized by 30 provincial furniture associations across the country.

**P**ress conferences held in major cities in China.

**P**romotions & publicities in worldwide major industrial trade exhibitions

**D**irect mailing to 90,000 elite trade professionals in organizer's database.

**T**elephone invitations to target buyers in selected sectors across the country.

**D**istribution of invitation through trade associations, government channels and trade magazines, international shows.

**T**argeted email marketing campaign

**S**how previews to stimulate buyer interest and produce greater pre-show exposure.

**T**echnical seminar promotion towards selected professionals.

**C**ombined all-show 'Visitor Guide' for visitors' convenience and orientation.

**C**hina Furniture' magazine and b2b website [www.fmcchina.com.cn](http://www.fmcchina.com.cn) as two official media provide the maximum exposure for exhibiting companies.

**A** couple of dozen professional agents that have formed a seamless network to cover China and almost all continents.



## Organizers

**C**hina National Furniture Association (CNFA) is a nationwide organization with 30 provincial and municipal associations and more than 3,000 corporate members throughout the country. CNFA has sub-councils for upholstery, materials and accessories, office furniture and furniture distribution. CNFA's nationwide network not only has dominant influence of China's furniture industry but also links the Chinese market with the overseas furniture industries.

**S**hanghai UBM Sinoexpo International Exhibition Co., Ltd. (UBM Sinoexpo) is a Chinese-foreign co-operative enterprise between Shanghai Sinoexpo International Exhibition Ltd. and UBM China Ltd., the arm of UBM Asia responsible for all Mainland China businesses. It combines UBM Asia's global strength and experience with Sinoexpo's local network and expertise to stage 30 large-scale international events every year in China and attract a large amount of exhibiting companies and buyers worldwide.

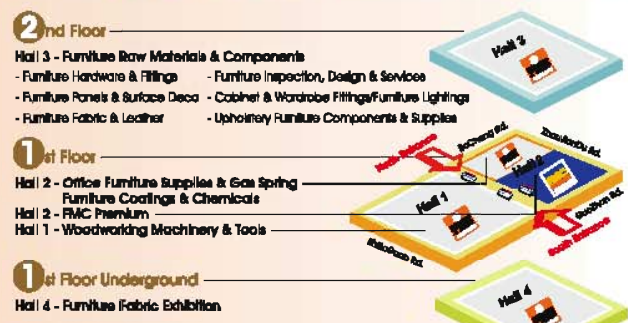
# Venue & Halls



# Halls Layout

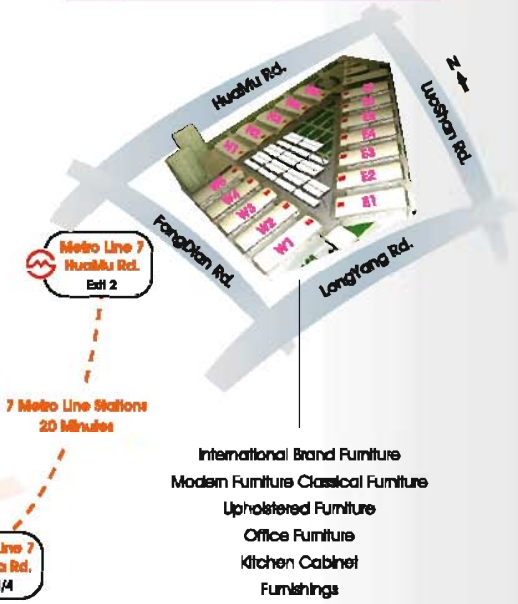
**FMC China 2012** **FMC Premium 2012**

**71,000 SQM | 850 Exhibitors | 35,000 Buyers**



**FURNITURE CHINA 2012** Concurrently with: **Furniture China 2012**

**750,000 SQM | 3,000 Exhibitors**



**The Expo Centre**

**Shanghai World Expo Exhibition & Convention Center**

No.1099 Guozhan Road, Pudong, Shanghai

**Shanghai New Int'l Expo Centre**

No.2345, LongYang Road, Pudong, Shanghai



# Participation

We offer the following options to suit your company's needs.

## Option 1: Space Only

Raw space price: minimum of 27 sqm

Price includes exhibition space, free invitation cards for exhibitors to invite key customers and listing in the show previews and show directory.

Not Included: The venue management fee: US\$2 per sqm, which is charged onsite by the hall owner and the subject is the exhibitor who orders the raw space instead of the shell scheme booth.

## Option 2: Shell Scheme Package

Package Price: minimum 9 sqm

A worry-free, complete package that saves money, set-up and tear-down time for exhibitors. You bring your exhibits. We do the rest!

Price includes exhibition space, bilingual (English and Chinese) display of company's name on the fascia board, two spotlights, two folding chairs, one information table, a electrical socket (5A/220V), one waste paper basket, and daily stand cleaning PLUS all the services listed in Option 1.

**FMC China will upgrade its classification of display areas for easy visiting.**

**Hall 1 (1st Floor)**  
Woodworking Machinery & Tools

Shell Booth  
USD **300**

**Hall 2 (1st Floor)**  
Office Furniture Supplies & Gas Spring  
Furniture Coating & Chemical

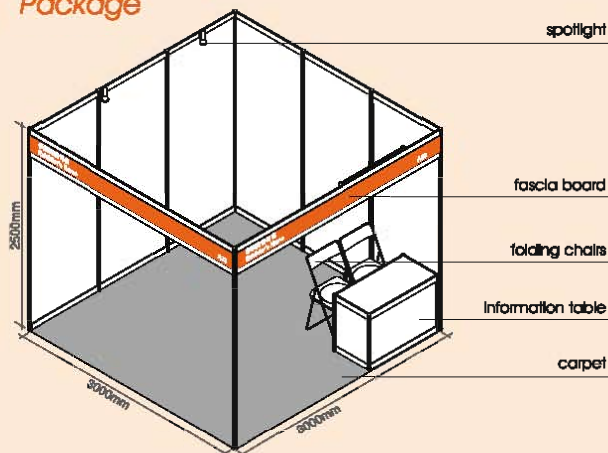
Raw Space Only  
USD **250**

**Hall 3 (2nd Floor)**  
Furniture Hardware & Fittings  
Cabinet Fittings & Lightings  
Furniture Inspection, Design & Service  
Furniture Panels & Surface Deco  
Furniture Fabric & Leather  
Upholstery Furniture Components & Supplies

Shell Booth  
USD **250**  
Raw Space Only  
USD **200**

**Hall 4 (1st Floor Underground)**  
Furniture Fabrics Exhibition

### Shell Scheme Package



# Advertising Opportunities

## Show Directory

Type	Rate
Back Cover Full Page (Color)	US\$ 2,400
Inside Front Cover Full Page (Color)	US\$ 2,000
Inside Back Cover Full Page (Color)	US\$ 1,800
Inside Full Page (Color)	US\$ 1,100

Cost of translation, typesetting, artwork, proofreading & color separation are not included. Ad size 160X205, 300dpi, JPG file, Please email or by mailing, deadline July 25, 2012.

## Show Entrance Tickets

Dimensions	Min. Quantity	Rate US\$)
W190mm X H90mm Colourful	200,000copies	0.06/copy

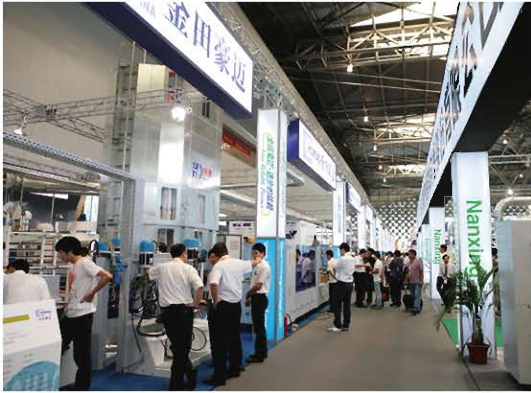
Onsite show  
advertisement  
opportunities

**50% OFF**

**fmcchina.com.cn**  
家具制造在线

The cost would 50% off before May 1, 2012 if you are exhibitors. Please ask for "Onsite Advertisement Manual" for details.

# Woodworking Machinery & Furniture Raw Materials Multi-channel Integrated Marketing



## Exhibition



**FMC China**

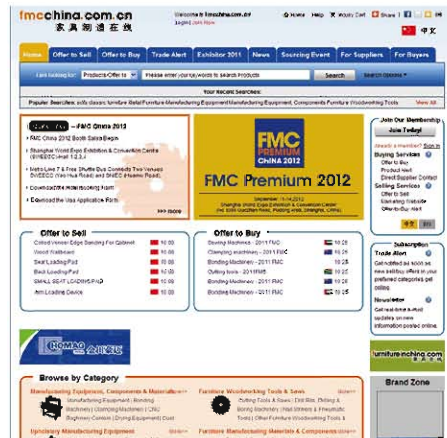


**FMC Premium**

The largest woodworking machinery & furniture raw material show in the second half of the year in China  
**Best Platform for Trade Buyers**

## B2B **fmcchina.com.cn** 家具制造在线

Vertical B2B online trade platform for woodworking machinery and furniture raw materials  
**Easily Lock Trade Partners**



## Magazine




**China Furniture Magazine**

Covers business leaders and purchase decision makers from 15 countries and regions  
**Best for Brand Promotion**



# Booking Form

Concurrently with:   
Furniture China 2012  
Shanghai New Int'l Expo Center

I would like to reserve \_\_\_\_\_ sqm

- |   |  |
|---|--|
| <input type="checkbox"/> Woodworking Machinery,<br>Upholstery Furniture Manufacturing Equipment | <input type="checkbox"/> Furniture Panels & Surface Decor          |
| <input type="checkbox"/> Accessories for Woodworking Machinery                                  | <input type="checkbox"/> Furniture Coatings, Adhesives & Chemicals |
| <input type="checkbox"/> Saws / Blades & Tools  | <input type="checkbox"/> Furniture Inspection, Design & Services   |
| <input type="checkbox"/> Furniture Hardwares & Fittings   | <input type="checkbox"/> Cabinet & Wardrobe Fittings               |
| <input type="checkbox"/> Furniture Fabric & Leather   | <input type="checkbox"/> Furniture Lightings                       |
| <input type="checkbox"/> Upholstery Furniture Components & Supplies                             | <input type="checkbox"/> Other Furniture Fitting & Supply          |
| <input type="checkbox"/> Office Furniture Supplies & Gas Spring                                 | <input type="checkbox"/> Need more information                     |

Company \_\_\_\_\_

Tel \_\_\_\_\_ Mobile phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ Country \_\_\_\_\_ Zipcode \_\_\_\_\_

Products \_\_\_\_\_

Date \_\_\_\_\_ Signature \_\_\_\_\_

## Advertising

- FMC Sponsorship & Onsite Ads (special discount for exhibitors)
- Show Entrance Tickets & Show Catalogue
- FMCChina.com.cn Web Ads - Vertical B2B Online Trade Platform
- China Furniture Magazine Ads - Official Media

## Contact us:

### Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

8/F, Xlandal Mansion, 218 XiangYang Road (S), Shanghai 200031, China

Contact: Mr. William Yuan; Ms. Becky Pu

Tel: +86-21-64371178 Fax: +86-21-64370982\*153 or 61154988\*153

Email: william.yuan@ubmsinoexpo.com; Becky.pu@ubmsinoexpo.com

## Our representative in your country or region:

### Brasil, Argentina

Enrico Magagna

Conceito Brasil

Tel: 55 11 3831 5000

Fax: 55 11 3527 5018

comercial@conceitobrazil.com.br

### Germany, Austria & Switzerland

Geert Böttger

Expo+Consulting Associates Ltd.

Tel: 49 211 6549453

Fax: 49 211 6549456

geert.boettger@expoandconsulting.com

### Hong Kong Region

UBM Asia Ltd. - Regional Head Office

Tel: 852 2827 6211

Fax: 852 3749 7310

info-hk@ubm.com

### India

Aparna Mansabdar

Aparna Publications, Nashik

Tel: 91 253 2314896 / 2577431

Fax: 91 253 2571064

info@modernwoodworkindia.com

### Indonesia

Leonard Theosabrata

Promexco Internusa

Tel: 62 21 5415522

Fax: 62 21 5415519

M: 62 811168233

leonardtheosabrata@gmail.com

### Italy

Francesca Porto

Seint

Tel: 39 02 8253326

Fax: 39 02 8255019

seint@seint.com

### Korea

Hogun Cha

UBM Korea Corporation

Tel: 82 2 67155410

Fax: 82 2 4325885

Hogun.Cha@ubm.com

### Malaysian, Singapore, Indonesia

David Wong

DAVEW Management

Tel: 60 12 267 6328 / 65 9785 8998

davew.my@gmail.com

davew.sg@gmail.com

### Mexico, Guatemala, Honduras, Costa Rica, Colombia

Francisco Barrera

Pevista Porte Magazine

Tel: 52 33 35853722

Fax: 52 33 35853722

fbarrera@revistaporte.com

### Spain, Portugal

Eduardo Teixeira

Eduardo Teixeira Alves Consulting SL

Tel: 34 96 3122197 / 34 65 1415287

Fax: 34 96 1936425 / 34 96 3122200

eduardo.teixeira@prored.es

### Taiwan Region

Sabine Liu

UBM Taiwan Branch

Tel: 886 2 27383898

Fax: 886 2 27384886

Info-tw@ubm.com

### Turkey

Burak Tarkan BAYDAR

Agora Turizm ve Tic. Ltd. Şti

Tel: 90 212 2418171

Fax: 90 212 2418170

baydar@messe-muenchen.com.tr

### Vietnam, PR Laos, Cambodia

Nguyen Lan Phuong

ITEC

Tel: 844 3 5562292

Fax: 844 3 5562293

lanphuong@itec.com.vn