

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary Public

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China - Peoples Republic of

Post: Guangzhou

U.S. Wood National Retail Promotion 2012

Report Categories:

Export Accomplishments-Events

Wood Products

Market Promotion/Competition

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Report Highlights:

Funds reservation number

7200006913

Beginning/Ending Dates

July to September of 2012

Country/Cities

Mainland China: Kunming, Chengdu, Nanchang, Hefei, Zhengzhou, Shenyang, Qingdao, Handan, Nanjing, Yichang, Qinhuangdao, Liuzhou and Jinan



Purpose of the activity

In 2011, United States exported \$364 million of hardwood products to China, a 33-percent increase from 2010. China has been the largest importer of U.S. hardwood products since 2005. Guangdong Province accounts for about 30 percent of China's total import volume/value of U.S. hardwood products. Main users of these products include manufactures of furniture, flooring, doors and veneer plywood producers.

Species exported to South China include red oak, walnut, yellow poplar, alder, white oak, ash, cherry, hard maple, hickory and pecan.

In the past ten years, ATO Guangzhou has assisted the American Hardwood Export Council (AHEC) in organizing and supporting technical and design seminars geared toward local wood users, architects and interior designers. However, the booming housing market has presented new marketing opportunities for U.S. hardwood exports especially in frontier city markets known as secondary and tertiary markets (or 2nd and 3rd tier cities) and ATO Guangzhou cooperated with AHEC to further increase market shares in South China and nationwide.

The economic slowdown has posed export burdens on China since its economy relies vastly on its export markets in the United States and the European Union. However domestic consumption power is awakening. In 2009, China's residential projects accounted for a total area of 84 billion square feet including 38 billion square feet in urban cities and 46 billion square feet in the countryside. Total flooring production in the first nine months of 2010 was estimated at \$7.84 billion. China's overheating real estate market is a result of limited investment options available to China's residents. Because a home is the most popular asset for average citizens, the home furnishings market has exploded with seemingly unlimited branding opportunities for U.S. hardwood exporters eager to capture the attention of local consumers.

Research conducted by McKinsey revealed that Mainland China would account for over 20 percent of the world's luxury goods market by 2015. U.S. hardwood should reach this vast consumer group and tap

into China's estimated \$27 billion luxury goods market. While most city dwellers are willing to spend all their savings on an apartment in the city, China's home owners are not familiar with the quality or features of U.S. hardwoods. Better home furnish can enhance the quality and condition of their newly purchased homes. On the other hand, each city has many retailers that are marketing a wide range of home decoration materials and branded products to new home owners leaving consumers to rely on word of mouth or advertisements. Exclusively in China's first tier cities, online retail is another avenue for sourcing home furnishing materials. The retail channel is ready for high quality U.S. hardwood products, although local consumers have yet to link U.S. hardwoods to **elegance, quality or comfort**.

Though past AHEC activities have mainly focused on designers; since 2011, ATO Guangzhou has led a new national campaign targeting the consumer and retail side of the equation to increase the sales of U.S. hardwoods. This new method of U.S. hardwood promotion in Mainland China has proven to be an enormously effective formula to increase overall exports, sales, consumer outreach, and branding at the 1st, 2nd and 3rd tier cities. The promotion also saved AHEC close to \$2 million U.S. dollars in industry and taxpayer funds by testing out the retail market for U.S. hardwoods with our national promotion. In 2012, ATO Guangzhou's national level promotions brought U.S. hardwood to consumers in 13 secondary and tertiary cities. An unprecedented accomplishment in this segmented market.

1. Project Objectives:

- Create a positive image of U.S. hardwoods among local consumers
- Enhance brand awareness of U.S. hardwoods (amongst the trade, retailers, and consumers)
- Increase retail sales of U.S. hardwoods in China by 10 percent.
- Educate retailers and consumers on the advantages of furnishing their homes with high quality U.S. hardwood products
- Explore market potential, gather intelligence, and provide further market information and outlook for the U.S. hardwood industry and AHEC

Actual Results and Outcomes

- The promotions were held in 13 second & third tier cities and reached out to a large population in Mainland China. The promotion also created a positive initial image that would AHEC to follow up future branding and consumer education campaigns for U.S. hardwood products in China's booming retail home furnishings sector.

Number	Province	City	Population in city center (in millions)
1	Yunan	Kunming	2.25
2	Sichuan	Chengdu	4.50
3	Xian	Nanchang	1.95
4	Anhui	Hefei	2.01
5	Henan	Zhengzhou	3.15

6	Liaoning	Shenyang	4.60
7	Shandong	Qingdao	3.15
8	Hebei	Handan	2.00
9	Jiangsu	Nanjing	5.25
10	Hubei	Yichang	1.03
11	Hebei	Qinhuangdao	0.80
12	Guangxi	Liuzhou	2.30
13	Shandong	Jinan	3.00

- b. After two consecutive years of national retail U.S. hardwood promotions, in 2012 China's imports of U.S. hardwood lumber reached a record high of \$560 million, a 16-percent increase. (Source: U.S. Bureau of the Census Trade Data). These sizeable sales increases were supported by these promotions.
- c. U.S. hardwood flooring is now available in 13 key second and third tier cities in the North, West, East and South China.
- d. U.S. hardwood flooring (in particular red oak) has become the top choice for sophisticated local consumers in 1st tier markets (Shenzhen, Guangzhou, Shanghai and Beijing).
- e. Local retail partners and manufactures that want to continue developing the retail sector are keen to work with AHEC on 2013 retail promotions.

Recommendations

It is forecast that China will account for nearly 50 percent of the world's new building construction by 2015.

While China maintains its steady economic growth, consumers will be increasing thier living standards to include following lifestyle trends and exploring new home furnishing styles and fashion. The diversity, sustainability, versatility and aesthetic appeal of U.S. hardwoods are well suited for local consumer tastes. There are also socially conscious consumer trends emerging that focus on environmentally friendly architecture and interior design.

In addition, China is enforcing new national standards for green building development projects including the introduction of "Green Building Designs" and "Green Building Labels for operational efficiency" standards. These standards offer opportunities for sustainably harvested U.S. hardwoods. AHEC would be wise to lead U.S. wood exporters to participate in this new model of promotion in the China market.

Consumers in China believe that wood furnishing is healthier than cement decoration because it provides a feeling of natural harmony and balance with the elements. Wood is an element that Chinese

value. China's young urban professionals respond well to environmentally safe, sustainable causes such as the LOHAS (Lifestyles of Health and Sustainability). Wood furnishing would fall in this category. We have seen in other sectors such as fashion, nutrition, health products, and travel trends that strongly indicate that consumers enjoy the feeling that they are contributing to a healthier lifestyle and are being environmentally friendly in their consumption patterns.

More specific recommendations on the China market:

- U.S. wood exporters should work with their local partners and AHEC to organize more promotions at the retail level
- U.S. wood retail promotions should be expanded from flooring to include furniture, cabinet and other wood decoration materials
- AHEC should consider switching their seminar/exhibitions mode of operation and focus on building local consumer demand for U.S. hardwood products
- Continuous education, trainings and promotions should be organized with different wood importers/users to sustain the U.S. brand image
- A U.S. hardwood brand should be developed by AHEC to carry out further retail promotions and support a greater understanding of U.S. hardwoods within the trade.

Costs/Revenue

- Provide total FAS expenditures by budget source (e.g., CSSF, 12X, Section 108, EMP, Cochran, etc.) : **CSSF \$20,000**
- If applicable, list 3rd party contributions by source, using estimates if final invoices are unavailable: **Nature's contribution: \$790,000**

Budget Source	Costs	Revenue
CSSF Funds reservation number	\$20,000	\$20,000
Nature	\$790,000	\$790,000
Total	\$810,000	\$810,000

Photos and media reports

Nanchang



Yunan



Opening ceremony supported by ATO Chengdu

Chengdu



Opening ceremony supported by ATO Chengdu



Opening Ceremony supported by ATO

Zhengzhou



Shenyang



Opening ceremony supported by ATO Shenyang



Opening ceremony supported by ATO Shenyang

Nanjing



Opening ceremony supported by ATO Shanghai



Consumers attended in the opening ceremony

Consumers at U.S. wood flooring retail outlets



Advertisements for U.S. woods retail promotions



借助美国红橡木的崭新亮相太平洋地区中国的第一站,一种生活态度将在大洋彼岸落地生根,舒适性、实用性、无穷“魅力”俱备在中国市场,发展并日趋成熟。在此过程中,中国实木地板将原原本本地融入无疆的实木文化,为中国老百姓在提升居家品质方面提供不可缺少的力量。正是大自然地板,把美国红橡木带来的那份美国西部阔叶林可持续发展的历史,变成了太平洋彼岸的中国红橡木理想家园的温馨、温暖的新寓意。



Media reports generated in support of U.S. woods retail promotions

[南京美国风尚地板节——POS机无法承受之火爆-家居新闻-搜狐家居](#)

2012年9月11日 -

这是自大自然美国风尚地板节启动以来的第18场,也是目前美国风尚地板节场面最震撼的一场!9月9日,南京红星美凯龙卡子门店和南京金盛国际家居江东门广场店...

home.focus.cn/news/2012-09-11/3078... 2012-9-11 - [百度快照](#)

[南京美国风尚地板节—POS机都被刷爆!_网易家居频道](#)

2012年9月11日 -

这是自大自然美国风尚地板(装修效果图)节启动以来的第18场,也是目前美国风尚地板节场面最震撼的一场!9月9日,南京红星美凯龙卡子门(装修效果图)店和...

home.163.com/12/0911/15/8B4MO9VC0010... 2012-9-11 - [百度快照](#)

[双节送大礼,泉城享美居-大自然地板美国风尚地板节-家天下快讯-...](#)

2012年10月9日 -

2011年,大自然地板将美式居家的风尚带给泉城市民,引起了红橡地板粉丝们热情追捧,2012年国庆节,大自然地板继续在济南普及美国风尚居家生活,同时送上丰厚...

www.jiatx.com/news/2012-10-09/87192... 2012-10-9 - [百度快照](#)

[大自然第二届美国风尚地板节9月9日盛大开启-365地产家居网](#)

2012年8月26日 -

9月9日,大自然第二届美国风尚地板节南京站将在卡子门红星美凯龙、江东门金盛国际家居同时开启。此次活动由美国农业贸易部和大自然地板联合举办,优惠力度...

home.house365.com/news/news_168553... 2012-8-26 - [百度快照](#)

[美国风尚地板节:山海关下销量再闯新关-地板节,美国,销量-建材行业...](#)

2012年9月22日,由中国地板控股有限公司主办,大自然家居(中国)有限公司、秦皇岛红星美凯龙家居建材广场联合承办的一场“大自然地板**美国风尚地板节**第二季”大型促销在...

info.bm.hc360.com/2012/09/2708154910... 2012-12-9 - [百度快照](#)

[大自然地板**美国风尚地板节**领潮中原风尚 - 滚动新闻 - 21CN.COM](#)

2012年8月31日 -

此次大自然地板以推广美式家居风尚潮流为主的“**美国风尚地板节**第二季”活动,将陆续在全国十六大城市火热开展。此次活动除了免费提供高端的美式风格室内设计...

house.21cn.com/collect/2012/08/31/12... 2012-8-31 - [百度快照](#)

[大自然地板“**美国风尚地板节**”周日来袭--南京晨报](#)

2012年9月6日 -

9月9日,由美国农业贸易处与大自然地板联合举办的“**美国风尚地板节**第二季”活动即将和南京市民见面了,想要了解更多美式家居风尚潮流,想要淘到机会难得的...

njcb.jschina.com.cn/mp3/html/2012-09... 2012-9-6 - [百度快照](#)

[大自然地板“**美国风尚地板节**”第二季火热启动 -家居快讯-北京搜房...](#)

2012年8月30日 -

日前,“大自然地板**美国风尚地板节**第二季”火热启动,先后登陆郑州、青岛等城市,在推介美国红橡地板的同时,邀请设计师为消费者介绍美式家装风格特点,并...

home.soufun.com/news/2012-08-30/8466... 2012-8-30 - [百度快照](#)

[9月9日“**美国风尚地板节**”期间,购“风尚签证卡”享九大特权-大...](#)

2012年8月31日 -

据悉,9月9日,由中国地板控股有限公司与美国农业贸易处主办“2012**美国风尚地板节**”,现全城发售500张活动当天的“风尚签证卡”。据了解,读者持“风尚...

news.enorth.com.cn/system/2012/08/31... 2012-8-31 - [百度快照](#)

[千龙网--家居--大自然“**美国风尚地板节**”销量屡创新高](#)

家居,新闻,总裁发言厅,卖场,家具,家装,地板,橱柜木门,陶瓷卫浴,建材,时评,专题,潮流...

大自然“**美国风尚地板节**”销量屡创新高<http://www.qianlong.com/2013-01...>

jiaju.qianlong.com/43408/2013/01/08/... 2013-1-8 - [百度快照](#)

[美国正宗红橡地板199元/m2\(图\)_网易新闻中心](#)

2012年8月30日 -

据悉,9月9日“2012**美国风尚地板节**”,现全城发售500张活动当天的“风尚签证卡”。据了解,读者持“风尚签证卡”当天,可享受美国农业部美元补贴、进口...

news.163.com/12/0830/02/8A4E0M3A0001... 2012-8-30 - [百度快照](#)

[把“**美国国树**”带回家\(图\)_东莞时间网](#)

2012年8月31日 -

据悉,9月9日,由中国地板控股有限公司与美国农业贸易处主办“2012**美国风尚地板节**”,现全城发售500张活动当天的“风尚签证卡”。据了解,读者持“风尚...

news.timedg.com/2012-08/31/content_1... 2012-8-31 - [百度快照](#)

[大自然**地板红橡**系列全国劲掀美式家居流行风潮_新浪家居](#)

2012年8月31日 -

8月18日,一场别开生面的**美国风尚地板**秀与美式音乐的精彩表演在郑州红星美凯龙家居生活广场上演,不仅让绿城的消费者们大饱眼福,更是让利广大消费者的一...

jjaju.sina.com.cn/news/2012-08-31/17... 2012-8-31 - [百度快照](#)

[纯进口**地板**仅需99元/m2\(组图\)_广州_大洋网](#)

2012年9月7日 - ;;;**风尚节**像开“免税店”

纯进口**地板**99元/m2起;;;在周日走进红星美凯龙大自然店,就像走进一个“免税店”,你只要持“签证卡”进入,就能买到超值...

www.dayoo.com/roll/201209/07/1000153... 2012-9-7 - [百度快照](#)

[大自然**地板**美式**风尚**恋上古城邯郸 - 地板资讯 - 中华地板网](#)

2012年9月14日 -

2012年9月8日,在古城邯郸,一场由大自然家居(中国)有限公司与美国农业贸易处联合主办,红星美凯龙承办的“大自然**地板美国风尚地板节**第二季”大型促销盛宴...

www.chinafloor.cn/News/detail_newsID... 2012-9-14 - [百度快照](#)

[大自然**地板**|全球品位生活](#)

大自然**地板美国风尚地板节**领潮中原绿城家居新风尚大自然**地板美国风尚地板节**领潮中原绿城家居新风尚
2012大自然**地板**经销商年中工作会议在宁顺利召开2012大自然**地板**经销...

www.nature-cn.cn/newslist_...html 2013-1-23 - [百度快照](#)

[美式家居推崇大自然**地板** 大自然**地板**市场前景看好—招商宝—建材...](#)

2012年7月23日 -

摘要:2011年,大自然地板联合美国农业贸易处在全国九大城市成功举办了第一届**美国风尚地板节**,引起了红橡地板粉丝们的热情追捧,推动了美国红橡地板在中国...

www.jiejv.cn/News/20120723/Detail222... 2012-7-23 - [百度快照](#)

[12.23大自然地板**美国风尚地板节**暨岁末淘宝“惠”|装修讨论 - 平湖...](#)

12.23大自然地板**美国风尚地板节** ..发帖 回复 返回列表上一主题下一主题31阅读 0回复

[活动专区]12.23大自然地板**美国风尚地板节**暨岁末淘宝“惠” 楼层直达 路...

bbs.ph66.com/re...php?tid=1867205 2012-12-14 - [百度快照](#)

[大自然地板福清店举行“**美国风尚地板节**” - 看福清·房产](#)

据了解,12月22日,一场以大自然地板“**美国风尚地板节**”为主题的促销活动于在福清广益家居建材城盛大举行。

大自然地板福清店举行“**美国风尚地板节**” 寒冷的冬天,...

house.fqlook.cn/jczx/2012-12-26/1278... 2012-12-26 - [百度快照](#)

[美式**风尚** 涌入禾城—大自然地板岁末淘宝“惠” - 阿里巴巴建材资讯](#)

2013年1月1日 -

在美国农业贸易处与大自然地板的携手下,一场以大自然地板“**美国风尚地板节**”暨岁末淘宝“惠”为主题的大型促销活动于 12月16日在嘉兴红星美凯龙家居生活...

info.china.alibaba.com/detail/108797... 2013-1-1 - [百度快照](#)

[大自然深化国际战略引领新**风尚** - 2011-2012家居产业\(北京\)景气...](#)

2012年6月15日 -

同时,继2011年大自然家居与美国农业贸易处开展深度合作,引进美国红橡材种,成功举办了“大自然家居首届**美国风尚地板节**”之后,2012年,大自然家居继续加大...

www.bbtnews.com.cn/special/2012-06/1... 2012-6-15 - [百度快照](#)

[大自然地板:领略美式家居风情的经典洋房_福州频道_凤凰网](#)

2012年8月31日 -

由美国农业贸易处与中国地板领军品牌大自然地板联合举办的“第二届**美国风尚地板节**”,于2012年7月全面启动,将在全国十六大城市盛情开放。截止目前,该...

fz.ifeng.com/home/detail_2012_08/31/... 2012-8-31 - [百度快照](#)

[大自然红橡地板 美式欢乐“惠” - 云南家居装修装饰,昆明家具建材...](#)

2012年7月4日 -

2011年,红橡地板市场在中国的崛起受到美国官方的高度重视。由美国农业贸易处与中国地板领军品牌大自然地板

联合举办的“**美国风尚地板节**”在全国九大红星...

www.zhxbwang.com/zx/hq/16...html 2012-7-4 - [百度快照](#)

[大自然地板 脚尖上的享受-宿迁财经网,宿迁理财网,宿迁联盟商户,...](#)

2012年10月26日 -

2011年,大自然地板联合美国农业贸易处在全国九大城市成功举办了第一届**美国风尚地板节**,引起了红橡地板粉丝们热情追捧,推动了美国红橡地板在中国家庭的...

www.sqcjw.com/news/suqian/20121026/1... 2012-10-26 - [百度快照](#)

[大自然红橡地板:美式风情洋房的隐性魅力](#)

2013年1月8日 -

由美国农业贸易处与中国地板领军品牌大自然地板联合举办的“**美国风尚地板节**”在全国九大红星美凯龙商场盛大举行,引起了红橡地板粉丝们热情追捧。2012年7...

tonyza.co.chinafloor.cn/Index_NewsVi... 2013-1-8 - [百度快照](#)

[8月28日大自然地板美国风尚地板节团购活动-网易家居](#)

由美国农业贸易处与中国地板领军品牌大自然地板联合举办的“**美国风尚地板节**”大型家居沙龙8月28日在广州红星美凯龙琶洲商场盛大举行.....

home.163.com/special/dazir... 2013-1-5 - [百度快照](#)

[大自然地板:领略美式家居风情的经典洋房 - 滚动新闻 - 21CN.COM](#)

2012年8月31日 -

由美国农业贸易处与中国地板领军品牌大自然地板联合举办的“第二届**美国风尚地板节**”,于2012年7月全面启动,将在全国十六大城市盛情开放。截止目前,该...

finance.21cn.com/newsdoc/zx/2012/08/... 2012-8-31 - [百度快照](#)

[...红橡 地板品牌 加盟商 控股有限公司 全球地板风尚 柚](#)

2012年4月9日 -

在专项材种国际合作方面,2011年中国地板控股有限公司就已经与美国农业贸易处开展深度合作,引进美国红橡材种,成功举办了大自然家居首届**美国风尚地板节**。今年...

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[大自然美国红橡地板为林城筑城筑家-bnadi291-凤凰快博](#)

继“大自然地板**美国风尚地板节**”成都、福州站之后,9月17-

18日,“大自然地板2011年首届**美国风尚地板节**”贵阳站在美国浓浓的乡村音乐中拉开了帷幕。中国地板控股有限...

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[大自然地板并购木香居<div id="fbt">全球品牌加盟商签约仪式在沪...](#)

2012年4月11日 -

在专项材种国际合作方面,2011年中国地板控股有限公司就已经与美国农业贸易处开展深度合作,引进美国红橡材种,成功举办了大自然家居首届**美国风尚地板节**。2012...

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[大自然地板第二届美国风尚地板节盛大回馈-南京家装-365地产家居网](#)

大自然地板第二届**美国风尚地板节**南京站的活动正式启动了,除了可以享受安装费五折,踢脚线免费送以及1美元的地板补贴外,还有多款特价地板等着您.....

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[大自然地板美国风尚节 品咖啡抽大奖乐不停-365地产家居网](#)

2012年9月9日 - 大自然地板美国风尚节 品咖啡抽大奖乐不停。本站讯:

9月9日上午九点半大自然地板第二届**美国风尚地板节**在金盛国际家居江东门广场正式启动。本次活动在...

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[纯进口地板仅需99元/m2\(组图\)_东莞时间网](#)

2012年9月7日 -

据悉,9月9日(本周日),由中国地板控股有限公司与美国农业部贸易处主办,美国阔叶木协会与大自然保护协会等多个单位协办的“2012**美国风尚地板节**”,即将...

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2012年8月31日 -

;;;**美国风尚地板节**“风尚签证卡”全城发售;;;主办方:中国大自然地板、美国农业贸易部;;;发售热线:86503598;;;发售时间:8月25日-9月9日;;;...

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[大自然地板|全球品位生活](#)

大自然地板**美国风尚地板节**领潮中原绿城家居新风尚大自然地板**美国风尚地板节**领潮中原绿城家居新风尚
2012大自然地板经销商年中工作会议在宁顺利召开2012大自然地板经销...

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[买美国原木 享地板补贴\(图\)_网易新闻中心](#)

2012年8月23日 -

告诉读者一个好消息,美国农业部要把美国正宗原木好地板带到南京来啦!在风尚节买地板 还能领补贴在此次风尚节中,不仅有品种繁多的美国原材地板,而且由...

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[美国红橡送优惠\(图\)_网易新闻中心](#)

2012年8月24日 - 美国红橡送优惠(图),实木地板 美国 风尚...

在美国农业部与大自然地板举办的“美国风尚地板节”上,你可以不出国门,就能直接“签证”购买到美国优质原材...

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[纯进口地板仅需99元/m2\(组图\)_网易新闻中心](#)

2012年9月7日 -

据悉,9月9日(本周日),由中国地板控股有限公司与美国农业部贸易处主办,美国阔叶木协会与大自然保护协会等多个单位协办的“2012美国风尚地板节”,即将...

news.163.com/12/0907/02/8AP2HMBJ0001... 2012-9-7 - [百度快照](#)