



10,000 SQM

20,000 Buyers

200 Exhibitors

*A show for high-end suppliers of
Furniture Components and Raw Materials*

FMC Premium 2011

September 14-17, 2011

The EXPO Theme Pavilion, Shanghai

Colocated with:



FMC China 2011

Venue: The EXPO Theme Pavilion

Concurrently with:



Furniture China 2011

Venue: Shanghai New Int'l Expo Centre

2 venues connected by Metro Line 7 and shuttle bus

www.fmcchina.com.cn

Organizer:

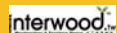


China National Furniture Association



Shanghai UBM Sinoexpo Int'l Exhibition Co., Ltd.

Official Publication:



Introduction

'FMC Premium 2011' will be staged at FMC China 2011 in [The Expo Theme Pavilion](#) in Shanghai concurrently with Furniture China 2011. Targeted at high-level furniture raw materials & components products, FMC PREMIUM has been the trade focus of the industry.

FMC Premium covers all products necessary (except woodworking machine) for the furniture production line in a top level – from basic materials to chemicals, fittings and semi-finished products, etc.

FMC Premium features uniform display upgraded stands without hindrance from walls and catering service furnished. It provides exhibitors & visitors a harmonious, relaxed environment for concentrated business-communication. The concept of FMC Premium will allow for highly efficient vendor-buyer interaction in a highly enjoyable surrounding.

Show Schedule

Move-in/Registration	Sept 11-13, 2011	08:30 - 18:00
Exhibition Hours	Sept 14-16, 2011	09:00 - 18:00
	Sept 17, 2011	09:00 - 15:00
Move-out	Sept 17, 2011	15:00 - 22:00

Key figures for 'FMC Premium 2011'

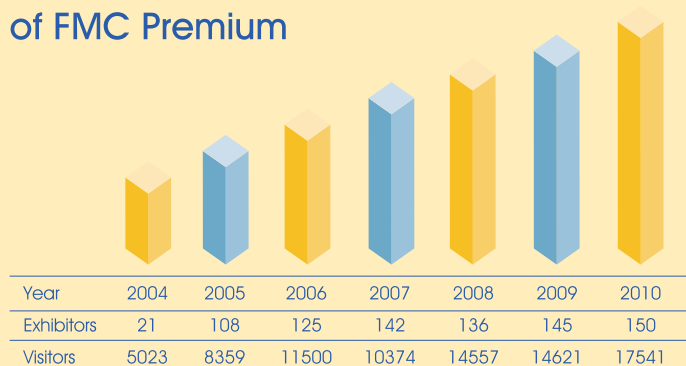
Exhibition area: **10,000** sqm

Number of participating companies: **200**

Number of trade visitors: **20,000**



Figures of previous editions of FMC Premium



Move to The Expo Theme Pavilion, More Exhibitors, More Visitors

FMC China 2011 will become a professional and independent trade show in Expo Theme Pavilion.

- Due to the fact that the exhibition of Furniture Manufacturing & Supply (hereinafter refer it to as "FMC") and Furniture China (hereinafter refer it to as "FC") are in the fast track of development, thereby the Shanghai New International Expo Center ("SNIEC") is no longer sufficient to cater for both simultaneously.
- In order to cope with the high demands from exhibitors and the increasing visitors, FMC will be conducted in the exhibition center independently - The Expo Theme Pavilion, Shanghai, for the first time in 2011.
- Historically speaking, there wasn't any exhibition that puts Woodworking and Furniture under one roof. Yet, due to the fast growth, FMC has no choice but to branch out from FC's family and to run independently for exhibitors/visitors' greatest benefit.
- The Expo Theme Pavilion is the 2nd largest modern exhibition centre in Shanghai which can provide more than 79,000 m² (equals to 11 standard soccer fields). That ensures enough space for FMC's development in forthcoming years. In addition, the venue is neighboring with "Chinese Pavilion" of Shanghai Expo which might even be able to attract more crowds to FMC.
- For sure, the Metro Line 7 is one of the good facilities to make convenience to visitors that need to go (back and forth) between the two (2) exhibitions (FMC [the Expo Theme Pavilion] & FC [SNIEC]). They are just 20 min ride or 7 metro stations away from each other.
- Compared with previous, the new venue of FMC - the Expo Theme Pavilion, which provides sufficient & comfortable space for exhibitors and visitors.



Why you should not miss it? The quality and quantity of visitors will be guaranteed.

- **An organizer with 18 years experience in exhibition industry.**
The organizer, Shanghai UBM SinoExpo, which has 18 years of experience in exhibition industry, and visitors are deemed as an invaluable asset. To do a good visitor promotion has become an utmost important task for FMC.
- **A unanimous objective between organizer and the exhibitors.**
As a matter of fact, the objective of organizer is always unanimous with the exhibitors'. The organizer understands that a successful exhibition will be very much depending on the number of exhibitor's participation and what they care about. Besides, the 150,000 trade buyers and 2,000 furniture exhibitors will be the strongest support to succeed.
- **The only woodworking & furniture manufacturing related exhibition that held in China in the 2nd half of year 2011**
In the 2nd half of year 2011, FMC is the only woodworking & furniture manufacturing related exhibition in China. Trade buyers should not miss such a significant event. What is better, the effective Shanghai public transport system makes thing easier – within a stone throw distance between Shanghai New International Expo Centre (hereinafter refer it to as "SNIEC") and the Expo Theme Pavilion.
- **An expanded exhibition area with more trade buyers attracted.**
Since FMC 2011 will be conducted in Expo Theme Pavilion, FC 2011 will extend the exhibition halls in SNIEC from 10 to 17 by increasing number of exhibitors from 1,500 to 2,000 that will definitely attract more trade buyers to visit.
- **A good promotion opportunity by the same organizer for FMC and FC.**
The organizer for FC and FMC are the same (Shanghai UBM SinoExpo), therefore the organizer will take the advantage to promote FMC to the FC's audience, and vice versa.
- **A series of marketing communications and supports used between FMC and FC.**
In the plan, the targeted trade buyers will be informed and promoted for FMC and its new venue (Expo Theme Pavilion). Besides, the visitors/trade buyers of FC will also be guided to FMC's halls by series of marketing communications and supports, such as shuttle bus guide, subway guide and the on-site flyers and billboards.
- **A convenient metro line (Metro Line 7) linked between SNIEC and the Expo Theme Pavilion**
For sure, the Metro Line 7 is one of the good facilities to make convenience to visitors that need to go (back and forth) between the two (2) exhibitions (FMC [the Expo Theme Pavilion] & FC [SNIEC])
- **A new modern venue used with enough space.**
The Expo Theme Pavilion is the 2nd largest modern exhibition centre in Shanghai. That ensures enough space for FMC's development in forthcoming years. In addition, the venue is neighboring with "Chinese Pavilion" of Shanghai Expo which might even be able to attract more crowds to FMC.
- **A good omen for FMC to become an even bigger event.**
The use of the Expo theme pavilion is a good omen for FMC to become an even bigger event. The organizer plans to invest more on FMC in 2011 and the forthcoming years, and this will create a cornerstone to be more successful.
- **A world 3rd largest furniture related exhibition concurrently held.**
FMC 2010 was the world 3rd largest furniture related exhibition, based on the historical trend and prediction, in 2011, the size of the exhibition could reach to 350,000 m² (equal to approximate 49 standard soccer fields) and 2,500 exhibitors (equal to 6 Boeing 747 passengers).
- **An industry-focus, specific, highly-segmented and professional trading platform provided.**
FMC provides an industry-focus, specific, highly-segmented and professional trading platform which brought the relevant suppliers and buyers together, whereby both parties can be more efficient in business communications.



Location & Transportation



Venue & Halls



FMC Premium 2011



FMC China 2011

59,000 SQM / 32,000 Buyers / 750 Exhibitors

Hall 3 - Furniture Components & Supplies

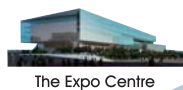
2nd Floor

Hall 2 - Office Furniture Supplies & Gas Spring

Hall 2 - FMC Premium

Hall 1 - Woodworking Machinery & Tools

1st Floor



The Expo Centre

The Expo Theme Pavilion



China Pavilion

BoCheng Rd.

ShouJianDu Rd.

ShiBoGuan Rd.

GuoZhan Rd.



Metro Line 7
YaoHua Rd.
Exit 1/4



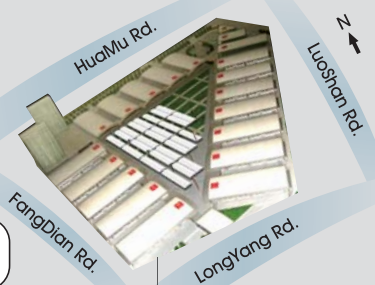
Concurrently with:
Furniture China 2011

300,000 SQM / 2,000 Exhibitors



Metro Line 7
HuaMu Rd.
Exit 2

7 Metro Line Stations
20 Minutes



International Brand Furniture
Modern Furniture Classical Furniture
Upholstered Furniture
Office Furniture
Kitchen Cabinet
Furnishings

Shanghai New Int'l Expo Centre

No.2345, LongYang Road, Shanghai

The Expo Theme Pavilion

No.111, ShiBoGuan Road, Shanghai

Exhibits Profile

Furniture Raw Material & Components

- Furniture Accessories & Supply
- Furniture Component & Supply
- Wood & Timber
- Laminates
- Spring, Gas Spring
- Actuator
- Material For Furniture Makings
- Furniture Hardware
- Board & Panels, Plywood
- Locks
- Foam, Sponge, Latex
- Casters

Furniture Decorating Materials

- Home Textile Fabrics
- Non-Woven, Nonwovens
- Elastic Webbing
- Decorative Paper & Membrane, Foils
- Edgeband
- Paper Rattan, Loom Braid
- Furniture Art Glass
- Office Furniture Fabrics
- Leather, PU, PVC
- Furniture Decorative Fittings
- Veneer, Decorative Plates
- Furniture Decorative Materials & Mouldings
- Brand Board
- Furniture Surface Protector

Furniture Chemicals

- Adhesives
- Paints & Finishes
- Resins
- Abrasives
- Desiccant
- Cleanser, Purifying Agent
- Separating Agent



Services for Exhibitors

- Upgraded booth with Catering Service
- Uniform display stands, without hindrance from walls
- Ceiling with adjustable lighting system
- Uniform display modules and furniture
- Business Center
- Carpet
- Security Service
- WLAN
- Cleaning Service
- Entry in Directory of Exhibitors
- Invitations of visitors worldwide

Exhibition Space

Booth types available for your choice **15, 30, 45 or 60 sq m**

Participation fees **US\$ 450/sqm**

Show Entrance Tickets

Dimensions **W190mm X H90mm**

Min. Quantity **20,000 copies**

Rate US\$ **0.06/copy**

Show Directory

Type	Rate(U S\$)
Back Cover Full Page (Color)	2,400
Inside Front Cover Full Page (Color)	2,000
Inside Back Cover Full Page (Color)	1,800
Inside Full Page (Color)	1,100
Inside 2-page spread	2,200

- Cost of translation, typesetting, artwork, proofreading & color separation are not included.
- Ad size W160mm X H205mm, 300dpi, JPG file. Please email or by mailing, deadline July 20, 2011.

Organizers



China 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



Shanghai 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.

Application for Participation in FMC Premium 2011



First Name _____ Last Name _____ Job Title _____

Company name _____

Address _____ Country _____ Zip Code _____

Tel _____ Fax _____

E-mail _____ Website _____

Products _____

Size of Exhibition Space: _____ sqm (minimum 15sqm)

(15, 30, 45 or 60 sqm exhibition space for your choice)

Advertising Promotion (please tick)

(1) In Show Directory: (W160mm X H205mm, full page) ☐ Quantity: _____

(2) In China Furniture magazine: (W210mm X H285mm, full page) ☐ Quantity: _____

(3) On Entrance Ticket (W190mm X H90mm, Back side, full color) ☐ Quantity: _____

For more advertising opportunities, please contact us for details information.

Signature: _____ Date: _____

Show Management Office

Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

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

Contact: Mr. William Yuan

Email: william.yuan@ubmsinoexpo.com

Tel: +86-21-6437 1178 ext 153

Fax: +86-21-6115 4988 ext 153

Website: www.fmcchina.com.cn

Our representative in your country or region:

Brasil, Argentina

Enrico Magagna

Conceito Brasil

Tel: 55 11 3831 4700

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

Taiwan Region

Sabine Liu

UBM Taiwan Branch

Tel: 886 2 27383898

Fax: 886 2 27384886

Info-tw@ubm.com

India

Aparna Mansabdar

Aparna Publications, Nashik

Tel: 91 253 2314896

Fax: 91 253 2571064

info@modernwoodworkindia.com

Italy

Franca Veglia

Seint

Tel: 39 02 8253326

Fax: 39 02 8255019

seint@seint.com

Malaysian, Singapore, Indonesia

David Wong

DAVEW Management

Tel: 60 12 267 6328/65 9785 8998

Fax: 60 3 8061 9288

davew.my@gmail.com

Spain, Portugal

Eduardo Teixeira

Eduardo Teixeira Alves Consulting SL

Tel: 34 96 3122197

Fax: 34 96 1936425

eduardo.teixeira@prored.es

USA

Alan Rosenthal

Globexpo

Tel: 1 301 4247060

Fax: 1 301 4247061

globexpo@comcast.net

Vietnam, PR Laos, Cambodia

Nguyen Trung Chinh

Vietnam Chamber of Commerce and Industry

Tel: 84 49344266

Fax: 84 49360103

ubmsinoexpovietnam@itec.com