

**Press Release Contact Information:**

Manliza Chan  
Adsale Exhibition Services Ltd  
Marketing Communications Dept  
6th Floor, 321 Java Road  
North Point  
Hong Kong  
E-Mail: [Email us Here](mailto:manliza@adsale.com.hk)  
Website: [Visit Our Website](http://www.adsale.com.hk)

**Asia Number 1 Woodworking Expo - WMF 2008 Bringing Innovative Technology and Olympics Furniture to the World**

*With over 20 years' reputable history and experience, WMF is the largest woodworking, furniture machinery and accessories exhibition in Asia. WMF 2008 will be staged at China International Exhibition Centre (CIEC), Beijing, P.R. China on March 7 - 10, 2008.*

**/24-7PressRelease/** - HONG KONG, February 20, 2008 - The 12th International Exhibition on Woodworking Machinery and Furniture Manufacturing Equipment / The 12th International Exhibition on Furniture Accessories, Materials and Wood Products (also known as WMF 2008) will be staged at China International Exhibition Centre (CIEC), Beijing, P.R. China on March 7 - 10, 2008. The upcoming edition is the largest ever, in both scope of exhibits and number of exhibitors, compared with the previous editions, enhancing its professionalism and leading position in the industry.

Being the long established woodworking expo, WMF is recognized as the best platform for trading and information exchange since the first successful edition in 1986. It acts as a bridge which facilitates the information and technology exchanges between Chinese and international woodworking industry. With over 20 years' proven track records, the scale of the WMF soared to 44,000 sq.m with 530 exhibitors in 2006 edition from 8,000 sqm with 150 exhibitors in the first edition, and being the Asia's largest woodworking expo. In upcoming WMF 2008, the exhibiting area will reach record-high 60,000 sqm, a 36% increase compare to last edition! The stunning show has attracted over 600 renowned enterprises coming from over 20 countries and regions, including Argentina, Australia, Belgium, Canada, France, Finland, Germany, HKSAR, Israel, Italy, Japan, Korea, Norway, Singapore, Spain, Sweden, Swiss, Taiwan Province, U.S. & PR China, with Germany, Italy and Taiwan province Pavilion.

With our continuous effort and contribution in these 20 years, 2006 edition of WMF has become the largest woodworking expo in Asia. The upcoming WMF 2008 goes further, no matter in the exhibition scale, scope of exhibits and number of exhibitors. Moreover, WMF 2008 has successfully attained exclusive endorsement from EUMABOIS and become the only officially supported exhibition in China for consecutive 3 editions, the years 2008, 2010 and 2012. This enhances the leading position of WMF, in terms of both internationalism and professionalism, in woodworking industry in Asia", emphasized by Mr. Stanley Chu, Chairman of Adsale Exhibition Services Ltd, one of the organizer of WMF 2008.

Mr. Ma Qi Sheng, Secretary General of China National Forestry Machinery Association praised the show highly. "As the distinguished Chinese woodworking machinery show, WMF provides a premier platform for showcasing new exhibits and technology, offers an unmatched business opportunities to Chinese woodworking and related industry, as well as taking an proactive position to promote Chinese woodworking industry. Simultaneously, thanks to the speedily development of Chinese woodworking machinery industry, there is still a big room for the show's expansion. "

Organizers of WMF08 decided to open a total of 14 halls to accommodate the overwhelming exhibition space demand from exhibitors. Numerous renowned woodworking, accessories and materials enterprises have confirmed / reserved space, including Michael Weing, Altendorf, Vollmer, Muticam, Huanhong, Shoda, Reignmac, V-Hold, Dieffenbacher, Siempelkamp, Metso, Andritz, Blum, Grass, Hafele, Schattdecor, Technocell, Canada Wood, Leitz, Egger, Wiz, Mas, NanXing, HongTai, YueTong, QuoQuan, GongYou, JanGia, BaiShengYuan, Dezhong, Tideway, etc. 2 major sectors of exhibits,----Machinery and Materials---will be showcased. Most exhibitors are going to showcase brand new machinery, or machinery which is firstly displayed at China. 2,000 world-class woodworking machineries are expected to display at WMF 2008.

To welcome Beijing 2008 Olympic Games, organizers have successfully invited "Royal", the distinguished furniture brand under Hong Kong Royal Group, to organize "Beijing 2008 Olympic Furniture Display Zone". Hong Kong Royal Group is the Hong Kong listed company and one of the largest furniture manufacturers in China. With excellent craftsmanship and unique design, Hong Kong Royal Group has attained various international certificates and has become the Official Home Furniture Exclusive Supplier of the Beijing 2008 Olympic Games on March 2007. A top international furniture brand requires staunch support of quality of woodworking machinery with innovative and sophisticated technique. Thus, the collaboration of

WMF and Royal is undoubtedly a win-win situation. The display zone, held in hall 5, will demonstrate furniture used in Beijing 2008 Olympic Games Player Village.

In addition to the display zone aforesaid, numerous innovative concurrent activities will be held during WMF 2008. Celebrating WMF 2008 stepping into its 12 edition and has become Asia's largest woodworking expo, an event named "China Insight, Global Vision! The Glory of WMF - Photo Gallery" will be held. This photo gallery will display precious moments on past editions of WMF, sharing the joyfulness with all exhibitors and visitors coming all over the world. Symposia are another highlights of the show. "Forum on Forestry and Woodworking Machinery for the Sustainable Economy", which featuring how sustainable economy facilitating the development of woodworking machinery, will be organized during the WMF 2008. Moreover, organizers have invited CSIL, Milano, the famous European research agency, to organize "Symposia on Global Demand of Furniture Import." Uprising countries with high furniture import demand and business opportunities will be illustrated in the symposia. Furthermore, the organizers will work with renowned furniture enterprises to display contemporary and Chinese antique furniture.

Under diversified and proactive promotion campaign, buyer delegations from France, Russia, Bulgaria, Poland, Australia, Malaysia, Japan, India, Vietnam, Europe South East Asian countries as well as countries of Americas are successfully invited. Organizers expect to have nearly 35,000 professional visitors from China and all over the world coming to visit the show.

WMF 2008's honorary organizers are the State Forestry Administration of P.R. China, China International Exhibition Centre Group Corporation and the China Council for the Promotion of International Trade. The organizers include China National Forestry Machinery Association, Adsale Exhibition Services Ltd., China Forestry Group Corporation and China Building Decoration Association. For more show details, please refer to our show website at <http://www.2456.com/WMF> or contact Adsale Exhibition Services Limited.

Issued by Adsale Exhibition Services Ltd.

Mr. Alan Lee / Ms. Vivien Wong

Tel: (852) 2516 3382 / 2516 3340

Fax: (852) 2516 5024

E-mail: [publicity@adsale.com.hk](mailto:publicity@adsale.com.hk)

Address: 6th Floor, 321 Java Road, North Point, Hong Kong

Adsale Group: <http://www.adsale.com.hk>

Adsale Industry Portal: <http://www.2456.com>

About Adsale Exhibition Services Ltd

Established in 1978 in the same year when China formally adopted the open-door policy, Adsale will be celebrating this year our 30th Anniversary! Over these years, our businesses have been growing both in scope and scale. With the extensive support from our business associates and clients, Adsale has now become the major international trade media group in Asia Pacific region, dedicating to satisfying customers' needs in cost effective integrated marketing programs through exhibitions, trade magazines and online media in over 20 related industries for the China and Asian markets. Furthermore, Adsale is the first exhibition organizer in Asia to receive the ISO 9002 certification.