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2011 Wood Flooring Forum Brings Industry and Experts Together

One day before Domotex Asia the international **Wood Flooring Forum (WFF)** will present an overview of opportunities and obstacles in the wood flooring industry, addressing forces such as legal and environmental issues, market trends, and the American ITC investigation. One focus of the WFF will be the United Nation's International Year of Forests 2011. The forum is geared towards industry executives and buyers around the world.

"This is the fourth consecutive forum but this year we shortened the general session and added intimate panel discussions to give our attendees access to experts on global market issues," says Jim Gould, president of the Floor Covering Institute and strategic director of the WFF. The sessions will be presented in two tracks one with an Eastern market focus and the other concentrating on Western markets.

Panelists include representatives from buying and retail groups such as CCA Global Partners (USA) and PowerDekor and Elegant Living (China) to discuss marketing through their retail channels; the World Wildlife Fund, Global Forest Trade Network and the US Dept of International Trade will address unique laws and regulations, certifications and customs in major markets. Experts will address the growing LEED and sustainable building markets; market data and trends for major wood markets will be presented. An update on the ITC investigation in the USA on antidumping charges against China will be included.

The forum is co-organized by China's National Forest Products Industry Association and the US based Floor Covering Institute LLC. WFF will be held March 21 at the Kerry Hotel Pudong, adjacent to the Shanghai New International Expo Center where DOMOTEX opens the following day. For more information about DOMOTEX or the WFF please contact gordon.liu@vnuexhibitions.com.cn or Jim Gould, at jgould@floorcoveringinstitute.com.

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