



2ND World Furniture Congress

11 - 12 September 2007
Shanghai International Convention Centre
China

In Conjunction with
the 13th China
International
Furniture Expo

English | 中文



GLOBALIZATION: INFLUENCES ON COOPERATION AND DEVELOPMENT

Programme

(as of 22 August 2007)

Monday, 10 September 2007

2.00 - 6.00pm **Pre-Registration**
(Foyer Level 3, Shanghai International
Conference Centre)

Tuesday, 11 September 2007

8.30am **Registration**
(Foyer, Level 3)

9.00 - 9.20am **OFFICIAL OPENING**
Greeting Messages

9.00am **Mr Calixto Valenti**
President, European Furniture Manufacturers
Federation (UEA)

9.05am **Mr Jia Qingwen**
President, China National Furniture Association
(CFNA)

9.10am **Mr Choi Chang-Hawn**
President, Council of Asia Pacific Furniture
Association (CAPFA)

9.15am **Mr Chen Shineng**
Member, Standing Committee, National People's
Congress of China
President, China National Light Industry Council

9.20 - 10.00am **KEYNOTE SPEECH**

Globalization and China's Market from a Marco-
economic Perspective (to be confirmed)
Mrs Ren Xinzhou, Economist and President,
Market Economy Research Institute of Economic
Development Research Centre of State Council,
People's Republic of China

10.00 - 10.30am **COFFEE BREAK**

HOME
WELCOME
PROGRAMME
INFORMATION
CALL FOR PAPERS
SOCIAL EVENTS
ABOUT SHANGHAI
CONGRESS VENUE
REGISTRATION FORM
HOTEL BOOKING FORM
SPONSORSHIP OPPORTUNITIES
AGENTS
GENERAL ENQUIRIES
CONTACT

**10.30am -
12.00noon**

KEYNOTE SPEECH

10.30am

China's Furniture Industry in Globalizing Markets
Mr Jia Qingwen, *President, China National Furniture Association, People's Republic of China*

11.00am

The Furniture Industry in the European Union (EU)
Mr Pavlos Kimtsaris, *Chief Economist, European Furniture Manufacturers Federation, Brussels*

11.30am

Impact of Globalization on Structures and Trading: The Importance of Cooperation and Development
Professor Lin Zuoxin, *Beijing Forest University, People's Republic of China*

12.00noon - 1.30pm Lunch

1.30 - 4.00pm

SESSION 1 - WORLD MARKETS: AMERICA, EUROPE AND ASIA PACIFIC

1.30pm

Insights into ASEAN Furniture Scene: Hot Markets
Mr Tony Lin, *Presidential Advisor, Singapore Furniture Industrial Council, Singapore*

1.45pm

The Impact of Globalization on Furniture in the US
Mr Kevin Castellani, *Vice-President and Publishing Director, Reed Business Information, USA*

2.00pm

Sustainable Development in Brazil and in the Latin America
Mr Milton Moresca, *Director Member, Brazilian Contemporary Home Furnishings Association, Brazil*

2.15pm

Globalization - Influences on Cooperation and Development: A German Perspective
Mr Franz-Josef Benteler, *General Manager, KARE Design GmbH, Germany*

2.30pm

The American Furniture Market under the Influence of Globalization
Mr Stefan Wille, *Founder and President, Aktrin, Furniture Information Center, Canada*

2.45pm

Russian Furniture Industry in Globalization
Mr V I Zverev, *President, Association of Furniture and Woodworking Enterprises, Russia*

3.00pm

Beyond Elephants and Maharajas: The Indian Furniture Market Today
Ms Sylvia Khan, *Editor and Publisher, Index Furniture Journal, India*

3.15pm

To Promote the Growth of Indonesia Furniture Industry Empowered by Design
Mr Yos S Theosabrata, *Indonesia Furniture Club, Indonesia*

- 3.30pm Present Furniture Industry and Market in Japan and its Future Prospect
Mr Yasumasa Kosuga, Chairman, International Development Association of Furniture Industry of Japan, Japan
- 3.45pm Effects of Globalization on the Australian Furniture Industry
Mr Graham Allsop, President, Davis Furniture, Australia
- 4.00pm Globalization: Influences on Cooperation and Development - The Malaysian and Southeast Asian Perspective
Dato' Yong Seng Yeow, President, Malaysian Furniture Industry Council, Malaysia
- 4.00 - 4.30pm **COFFEE BREAK**
- 4.30 - 6.10pm **SESSION 2 - WORLD FURNITURE OUTLOOK, CHINA IN A GLOBALIZING WORLD**
- 4.30pm World Furniture Outlook
Ms Chiara Stella Pugliese, Managing Director, Centro Studi Industria Leggera, Italy
- 4.50pm New Challenges of China's Foreign Trade after Entering WTO
Dr Lu Yan, Chinese Academy of International Trade and Economic Cooperation, People's Republic of China
- 5.10pm TBC
Mr Zhe Jiang, St. O Furniture Manufacturing Pte Ltd, People's Republic of China
- 5.30pm An Effect of Globalization on China's Economic Growth and Development
Professor He Zong Mei Shanghai Institute of Foreign Trade, People's Republic of China
- 5.50pm Transition of Capital Funds for Higher Returns
Professor Xu Meiqi, Furniture Magazine, People's Republic of China

6.30 - 8.00pm **CONGRESS DINNER**

Wednesday, 12 September 2007

9.30am - 12.00noon **VISIT TO THE 13th CHINA INTERNATIONAL FURNITURE EXPO**

12.30 - 1.30pm **LUNCH** (Shanghai International Convention Centre)

Conference Room 1

1.30 - 3.30pm **SESSION 3 - DESIGN, INTELLECTUAL PROPERTY AND STANDARDIZATION**

1.30pm	Implement of Advanced Standard and Innovation to Improve our International Competition of our National Furniture Brand Mr Li Zong Hai , Director, China Standardization Association, People's Republic of China
1.50pm	Furniture Standards and Quality Inspection Mr Liu Yaoguo , Vice-Director, Architecture Material Post of Shanghai Institute of Inspection and Technical Research
2.05pm	European Design Trends, French Decorative Arts and Interior Design Mr Gérard Laizé , Chief Executive, VIA Valorisation de L'innovation dans l'Ameublement, France
2.25pm	Patents and Intellectual Property Rights Mr He Dun Zheng , Director, Shenzhen Dafuhao Industrial Development Limited Company, People's Republic of China
2.40pm	Patents and Intellectual Property Rights TBC , Jun Le Law Office, People's Republic of China
2.55pm	How Chinese Furniture Companies Can Use the Community Trademark System Mr Patrice Vidon , President, Centro Nazionale per L'informatioca nella Pubblica Amministrazione, France
3.10pm	Design and Communication Mr Zhu Xiao Jie , Wenzhou Opal Furniture Ltd, People's Republic of China
3.30 - 4.00pm	COFFEE BREAK
4.00 - 6.00pm	SESSION 4 - FORESTRY, WOOD SUPPLY AND ENVIRONMENT
4.00pm	Timber Resource and Environment Mr Sunjian (TBC)
4.15pm	Environmental Regulation Future Implications of Producer Responsibility Dr Alistair Bromhead , Environmental Consultant, British Furniture Manufacturers Ltd, UK
4.30pm	Environmental Standards and Their Impact on the Furniture Industry Mr Bill Perdue , Vice-President, American Home Furnishings Alliance, USA
4.45pm	Sustainable Development of Plant Fibre Furniture in China Mr Li Yu Qin , South Huiton Co. Ltd, People's Republic of China

5.00pm	China's Fast Grown Timber and its Application in Furniture and Building Industries Professor Ye Kelin , <i>Academy of Forestry Sciences, People's Republic of China</i>
5.15pm	TBC Mr Li Hong Fan , <i>President of International Forestry Magazine, People's Republic of China</i>
5.30pm	Questions and Answers
	Conference Room 2
1.30 - 3.30pm	SESSION 5 - QUALITY, PRODUCTION AND CONSUMER MOTIVATION
1.30pm	New Specialized Production Areas in China Mr Song Jin Shui , <i>Shandong Ningjin Country Private-owned Enterprise Development Bureau, People's Republic of China</i>
1.45pm	Set up of an Internationally Competitive Metal Furniture Industry Mr Zhulin , <i>Vice President, ShenXing International Group, People's Republic of China</i>
2.00pm	Consumer Motivation Mr Denis Heylen , <i>Cheif Executive Officer and Chairman, Heylen Furniture Group, Belgium</i>
2.15pm	Advanced Technology Development and Prospect in Furniture Manufacturing Professor Xu Meiqi , <i>Furniture Magazine, People's Republic of China</i>
2.30pm	Federation of Japan Furniture Manufacturers Association Mr Minoru Nagahara , <i>Chairman, Federation of Japan Furniture Manufacturerers Association, Japan</i>
2.45pm	Question and Answer
3.00 - 3.30pm	COFFEE BREAK
3.30 - 6.00pm	SESSION 6 - MANAGEMENT, BRANDING OF LARGE SCALE MANUFACTURERS OF CHINA
3.30pm	More Excellent International Furniture Exterprises Closely Related to Capital Market will Appear Mr Wu Hua Dong , <i>General Manager, Yihua Mu Ye, People's Republic of China</i>
3.50pm	Protecting the China Brand: Reducing Risk in International Markets Dr Ivan Eastin , <i>Director and Professor, Center for International Trade in Forest Products, Seattle, Washington</i>
4.10pm	Original Design and Market Expansion Mr Du Ze Hua , <i>Director, Lianbong Furniture Co, People's Republic of China</i>

4.30pm

Design Trends and Consumer's Taste in China
(to be confirmed)

Mr Zhao Ruihai, Director, Beijing Qumei
Furniture, People's Republic of China

4.50pm

Management of Large Scale Furniture
Manufacturing, Branding and Global Distribution

Mr Guo Shanhui, Director, Tai Shen Co Ltd,
People's Republic of China

5.10pm

Questions and Answers

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