

AHEC Convention - Hangzhou



- **Date:** June 2007
- **Mission**
 - Use the American Hardwood Export Council's (AHEC) annual conference to demonstrate efforts in promoting American hardwood in China.
 - To promote the use of US hardwood as a renewable resource.
 - Build and consolidate partnerships with authorized dealers in Asia.
- **Method**
 - A press conference to brief the attending media on AHEC key messages.
 - Panel interviews with AHEC executives and influential designers to discuss the industry trends and the use of American Hardwoods.
 - *Ad hoc* interviews during breaks in the convention.
- **Measurement**
 - A total of 59 media representatives from across Greater China and south east Asia attended the press conference.

