**GOOD PERSPECTIVES FOR THE ITALIAN BATHROOM FURNITURE IN CHINA**

**The large development project of Federlegno Arredo Eventi for the Chinese furniture market was officially presented to the media and Chinese sector staff in Shanghai and Beijing last week**

**Federlegno Arredo Eventi** and **BolognaFiere** were in **Shanghai and Beijing** on 12-19 September to officially present the ‘Club Made in Italy’ project to the press and sector professionals. The project intends to promote the entrance of the Italian wood furnishings industry to the Chinese market. As a result of the agreement signed in May, the two companies will start a **joint venture under Chinese** **law** which will take the form of a NEWCO called **‘IDI - Italia casa prestigiosa’** (IDI - Prestigious House Italy), whose task will be the fulfilment of all future activities, including the launch of the **Italian Furniture Fair in China at the end of 2016**.

Italy is a strategic commercial partner for the Chinese furniture market. The latest data available shows the **high competitivity of Italian furniture** which, in the first half of 2014, once again confirmed its primacy in China, exceeding the German market share (15% Italy, 13% Germany, *Source: China - Official Import Statistics*). According to the ISTAT-based data processed by the *Federlegno Arredo Eventi* *Study Centre*, **exports to China by Italian bathroom furnishing companies showed an increase of 20.7% in January-March 2014**, thus confirming that Italy is a particularly attractive country for Chinese consumers, increasingly on the lookout for quality products to furnish their homes.

**Roberto Snaidero**, **Chairman of Federlegno Arredo Eventi** and recently appointed member of the newItaly China Business Forum during the official visit of the Italian government in June, stressed, *“I’m convinced* *that this great project will be an extraordinary opportunity to consolidate the commercial relations between our countries. We’re honoured by the respect and attention that our lifestyle and Italian furnishing enjoy in China. Aware of the great responsibility we have in guaranteeing and promoting quality, safe and original furnishing products and solutions with our partner BolognaFiere, we’re laying the bases for a greater number of Italian companies with this mission.”*

**The September mission**, in which 18 Italian companies took part with the aim of B2B meetings with qualified Chinese professionals, **was the start for the ‘Club Made in Italy’, the in-the-field support and assistance path** devised by Federlegno Arredo Eventi and BolognaFiere **for companies in the sector which will now have the opportunity to take advantage of targeted services**, such as a database of profiled and selected contacts of the leading Chinese trade professionals, which will be enlarged through the initiatives to be arranged over time, a programme of road shows and B2B, B2C and B2S missions, marketing and communication operations in China and incoming events in Italy with the prospect of starting an Italian furniture fair in Shanghai at the end of 2016.

The development of the ‘Club Made in Italy’ project will enable the two partners to implement the **agreements signed** with some important Chinese sector professionals such as the **Vanke property group**, the mass retailing furniture chains **Easy Home Investment Group, RedStar Macalline Group, Tiamantti and Yuexing Furnishing Group,** and the **sector associations Chinese Shanghai Furniture Association, CFDCC China Furniture and Decoration Chamber of Commerce and China National Furniture Association**.

*Bologna, 22 September 2014*