



The 13th International Exhibition on Woodworking Machinery and Furniture Manufacturing Equipment
第十三届国际木工机械及家具生产设备展览会



The 13th International Exhibition on Furniture Accessories, Materials and Wood Products
第十三届国际家具配件、材料及木制品展览会

1. Media Promotion 媒体宣传

Through negotiating the barter plan and directly booking the advertisement space in both printed and online media, it surely enables to maximize the publicity of the show. The media are carefully selected and targeted to the right audience in mainland and overseas effectively.

Since the end of last edition (i.e. March 2008), WMF has worked closely with many woodworking and furniture trade media by placing advertisements and editorial in their publications. Until now, more than 50 trade media are in cooperation with WMF2010:

透过与专业及大众媒体进行合作和直接购买广告位置，全面提升本次展会的宣专力度。同时，所有的媒体都经过细心挑选，以更有效地针对对口的国内及海外观众。

早在2008年三月上届展会结束后，已一直跟国内外木工及家具行业媒体合作，定期刊登展会广告及文章，保持展会在行业内之认知度。至今与北京木工展2010合作的国内外行业媒体已超过50间：

Selected Industrial Publications and Mass Media 特选专业媒体

Endorsed Media: 大会指定媒体:

1. Furniture & Mainstream Magazine 家具与主流
2. Furniture & Mainstream Magazine 林产工业
3. China Wood-based Panels 中国人造板
4. China Wood Industry 木材工业
5. Panels & Furniture Asia 亚洲板材与家具

Supporting and Cooperating Media 支持及合作媒体:

1. Qiansehai Media institutor 佛山市千色海文化传播有限公司
2. Building Doors Windows Curtain Walls & Equipment 建筑门窗幕墙与设备
3. www.1chu.com.cn 中华橱柜网
4. MING XIAO 伦敦明效文化
5. AISA-PACIFIC MEDIA 亚太传媒集团
6. Discover Sources 发现资源
7. Forestry Machinery & Woodworking Equipment 林业机械与木工设备
8. Hebei Furniture 河北家具

9. JIAJU FANG 家具坊
10. China Abrasive 中国研磨
11. www.wood-machinery.net 国际木工机械网
12. International Wood Industry 国际木业
13. Shanghai Furniture 上海家具
14. Xianghe Furniture 《香河家具》
15. Guangdong Building Materials 《广东建材》
16. Furniture Times 《家具时代》
17. www.muji.com 德和木业网
18. www.wood516.com 邳州木业网
19. Shanghai Woodworking research institution 上海木材工业研究所
20. Wood Comprehensive Utilization News 木材综合利用信息
21. Wood Processing Machinery 木材加工机械
22. China Timber 中国木材
23. Doors Windows Curtain Walls & Equipments 门窗幕墙与设备
24. www.wooddrying.net.cn 木材干燥信息网
25. www.wood365.cn 中国木业网
26. Shandong Furniture 山东家具
27. www.China.cn 中国供应商
28. www.jiajuwang.cn 中国家具媒体
29. China Building Decoration 中国建筑装饰
30. New Building Materials 《新型建筑材料》
31. www.cnsaw.com 中国锯工业网
32. www.woodworkingb2b.com 木机商贸 - 海外特刊
33. China Construction News 《中华建筑报》
34. www.door114.com 中国门业网
35. China Furniture <中国家具>杂志
36. China Construction News 中华建筑报 - 建材周刊
37. China Green Daily 中国绿色时报
38. Furniture 《家具》
39. Furniture & Interior Design 家具与室内装饰
40. China Timber 《中国木材》
41. JIAJU FANG 《家具坊》
42. Woodworking Machinery Business (Overseas) 木机商贸(海外刊)
43. www.jiaju.cc 中国家具网
44. China Building Decoration 中国建筑装饰
45. China Forest Products Industry – Exhibition 林产工业 - 展会专集
46. China Furniture – Exhibition Preview 中国家具 - 展会预览
47. Wenzhou Furniture 温州家具
48. China Building Materials Daily 中国建材报

49. Pioneer Woodworking Machinery Magazine (Taiwan 台湾)
50. Overseas Exhibition Machine Magazine (Taiwan 台湾)
51. Keshan Infotech (P) Ltd. (India 印度)
52. Panel World (Spain 西班牙)
53. FDM Asia / China (Singapore 星加坡)
54. Index Media (India 印度)
55. 中阿商业杂志 (Taiwan 台湾 / Middle East 中东)
56. Japan Limber Journal (Japan 日本)
57. Woodworking & Furniture Digest (Taiwan 台湾)
58. Asia Furniture (Malaysia 马来西亚)
59. International Woodworking News
60. (Hong Kong)
61. The Namoo Shinmoo (Korea)
62. CENS (Taiwan)
63. AsiaMedialine (Malaysia)
64. Asian Timber (Malaysia)
65. Asia Machinery Net (Taiwan)
66. Modern Woodworking (India + Middle East)

Mass Media 大众媒体

1. Beijing Evening Post 北京晚报
2. Langfang Daily 廊坊日报
3. Home Beijing 北京家居
4. Liaochan Evening Post 辽沉晚报
5. Heilongjiang Daily 黑龙江日报
6. Tianjin Daily 天津日报

Other Promotional Channels 其它宣传渠道

1. Baidu/Adwords promotion 百度
2. Google 谷歌
3. Wikipedia 维基网
4. Alibaba 阿里巴巴
5. Biztradeshows
6. Youtube
7. SMS 短讯

2. Online Promotion 线上推广

Apart from keyword search advertising in Google, Baidu and other search engines, show's profile can also be found in Wikipedia, Alibaba, Biztradeshows and many other popular websites. Besides, a show video (in Mandarin & English) are available at Youtube, conveying show information to target visitors through various online channels.

除了在谷歌、百度等搜寻网站作关键字广告推广外，还会在维基网、阿里巴巴、Biztradeshows 等著名网站内宣传展会信息，更透过 Youtube 发放中英文版本的展会宣传短片，让观众在不同媒介上接收展会讯息。

3. E-newsletters 电子报

Sending e-newsletter in June 2009, August 2009 and every month starting from Oct 2009 in average, to Chinese and overseas target visitors. Content includes market news, latest show information (e.g. confirmed exhibitors, confirmed buyer groups, concurrent events, exhibits preview and more)

于 2009 年 6 月、8 月及由 10 月起平均每月一次，发放展会电子报予海内外目标观众，内容包括市场动向及展会最新消息，如最新确定参展商、代表买家团、展会同期活动、展品预览等。

4. Press Release 新闻稿

Sending press release to trade media and mass media from China, Hong Kong, Taiwan Province and other overseas countries / regions to increase the show coverage and awareness. Press release has been sent in August 2009 & October 2009, and will be scheduled on every month since November 2009. Press releases cover the market news and latest show information, etc.

于 2009 年 8 月、10 月及由 11 起平均每月一次，发放给中国内地、香港/ 台湾省及其它海外国家及地区的行业传媒和大众媒体，告知传媒展会全方位最新动向，以增加展会在媒体上的曝光率。

5. Telemarketing 电话推广

Direct telemarketing will be arranged 2 months before the show open. Key target buyers included players from Furniture manufacturers, Flooring manufacturers, Timber manufacturers, Kitchen Cabinet manufacturers, Building Constructors, etc.

直接电话推广会于展会开始前两个月展开，目标观众包括家具制造商、地板制造商、木材制造商、橱柜制造商及建筑承包商等。

6. Promotional Leaflet 宣传小册

从2008年9月起，在全国各地以至海外的家具行业及同类型展会上，聘请工作人员及 / 或 透过合作媒体派发北京木工展的门票和作相对的宣传活 动，务求令北京木工展能充份渗透至行业观众。

Tickets distribution and / or other kinds of promotions have been executed in various Chinese and overseas competing and furniture related exhibitions since September 2008.

7. Promotion in Timber / Furniture Professional Market 木材及家具专业市场宣传推广

Ticket distribution and other promotions have been executed in numbers of Timber / Furniture Professional Markets all over China since October 2009.

2009年10月起在全国多个家具及木材专业市场，包括香河国际家具城、金钥匙国际家具汇展中心、哈尔滨红旗家具装饰建材城、上海福人林产品批发市场、上海龙湖路木材公司市场、浙江华东木材市场、四川大西南建材城等内派票宣传及其它推广。

8. Associations and Key Buyers Invitation 协会及重点买家邀请

i) Trade Association, Chamber of Commerce 行业协会, 商会

Making invitation to over 200 trade associations, chamber of commerce from over 40 countries / regions including Shangdong Furniture Association, Hebei Furniture Association, Langfang Woodworking and Furniture Manufacture Profession Association, Sichuan Furniture Association, Malaysian Furniture Industry Council, Korea Federation of Furniture Industry Cooperatives, Indonesian Wood Panel Producers Association and more.

邀请超过 200 个行业协会，以及来自 40 个国家及地区的商会出席展会。其中包括山东家具协会、河北家具协会、廊坊市木材加工及家具制造行业协会、四川家具协会、马来西亚木材委员会、大韩家具产业协同组合联合会、印度木材制造商协会等。

ii) Key Furniture Buyers Invitation 重点家具买家邀请

Dedicated staff to personally invite 1,000 selected key buyers from Furniture, Flooring, Kitchen Cabinet, Door and other product sectors, including enterprises like HK Royal, Baiqiang, Qiang-li, Toten Boga, BOLONI, Red Apple, Jade Ratten, Arkor Furniture, HMDJ, Yililand, Opal Furniture, Fudebao, Dalian Huafeng, Hongfa Group, Dongmao Muye, Yulu Furniture, Hong Kong Senyuan Furniture, Liaoning Xinshiji Muye, Hefa Furniture, Qumei, Chengdu Quanyou, Taipingyang, Huihao Furniture, Zhongzhan Zhuangtian, Wanfang Furniture, Nature, Anxin Diban, Power Dekor, Yihua Timber, Shiyou Flooring, Jiusheng Board, Fangyuan Flooring, Youji Flooring, Fudeli Flooring, Yufeng flooring, Hongtairen Panel Board, Yixianyalin Board, Weitesi, Scihome, Aris, KBH, Kuka, Euyopia, Changfu, Meixin, Jiamei Woodworking, Tata, Chongqing Specialstar, Buyang, Spring, Hestia Door, Shanxi Mengshi, Beijing Kangjie Furniture, Longyi Decorate, Integrated Kitchen, Bloom Kitchen, Jiajule Kitchen, Fotile, Jiashi Wood, etc.

以家具、地板、橱柜、木门等产品分类，选出 1000 家重点买家企业作一对一重点邀请，其中包括皇朝、百强、强力、图腾宝家、博洛尼、红苹果、翡翠藤器、美克家具、名多、喜临门、豪美帝家、河北依丽兰、温州澳珀、浙江好人家、浙江富得宝、大连华丰、宏发集团、东贸木业、宇鹭家私、香港森园家私、辽宁新世纪木业、合发家具、曲美、成都全友、太平洋、顺德皇朝、惠好家私、中山庄田、万方家私、大自然地板、安信地板、Power Dekor、宜华木业、世友地板、久盛地板、方圆地板、永吉地板、富得利地板、誉丰地板、宏泰人造板、易县亚林板业、帷特思、斯可馨、爱依瑞斯、KBH、顾家工艺、欧宝集团、长富家具、美心·家美木业、TATA、重庆星星、步阳、春天、和玺木门、山西孟氏、北京康洁家具、龙口龙怡建筑配套、摩登科莱特厨卫发展、百隆橱柜、佳居乐橱柜、宁波方太厨具、上海佳饰木业等。

iii) Travel Agencies, Embassies and more 旅行社, 领事馆及其它

除邀请领事馆/大使馆外，展会还与中国、芬兰、香港、印度、韩国、美国等多间国内外旅行社合作，组织国内及海外买家团参观展会。

Apart from Embassies invitation, WMF cooperates with many travel agencies from China, Finland, Hong Kong, India, Korea, USA, etc, for organizing professional buyer groups to visit the show.

9. Direct Mailing the Show Preview 邮递展前预览

To let target buyers in China and overseas to know more about WMF2010 and FAM2010, especially exhibitors' information, Exhibits Preview will be sent in Jan 2010 by mail. Exhibits Preview include all kinds of show information, introduction of key exhibitors / exhibits, etc.

为了让国内外重点买家能在展期前，对展会尤其是展商，有初步的了解，《展品预览》将于 2010 年 1 月以直邮方式寄出。《展品预览》内容包括展会资讯、重点展商 / 展品介绍等。

10. Visitors Pre-registration & E-invitation Service 观众预先登记及电子邀请服务

Visitors online pre-registration has been started since May 2009, to ease and save time for onsite registration. WMF also introduce e-card invitation service at official website

www.woodworkfair.com, so that exhibitors & visitors are able to use free e-cards to invite their business partners, colleagues or friends to visit WMF.

观众网上预先登记已于 2009 年 5 月启动，以方便及节省买家于现场登记的时间。北京木工展还于官方网站 www.woodworkfair.com 推出了电子邀请函服务，让参展商与买家免费使用设计精美的邀请卡，邀请其业务伙伴、同事及朋友参加展会。