



## Press Release

### **EFPI presentation at Opening Session of World Flooring Forum 21<sup>st</sup> March 2011**

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The EFPI ( European Federation of Parquet Importers ) President Jurgen Fruchtenicht attended the Wood Flooring Forum in March which coincided with the Domotex Asia exhibition in Shanghai, China.

The Conference was attended by over 300 participants of which over 20% were from Western markets with many of the major importers represented by senior management including Don Finkell ( Anderson/Shaw ) , Marek Janke ( Barlinek ) and Paul De Cock ( Mohawk ) as evidence of the high importance of the auditorium.

The EFPI President Jurgen Fruchtenicht took part in the opening session and presented the latest update on the many major issues affecting the trade namely CE marking , the forthcoming European Timber Law concerning Legal Logging control and the German Building Product Directive introducing the U mark.

He said the continued increase in legislation is bound to lead to consolidation in the supply chain as the strict regulations call for high quality level of operations and control of the product sourcing.

Further Mr Fruchtenicht stated that the timber industry around the globe is doing their best to convert all raw material purchasing towards sustainable resources.

The overseas exporter would need the support of an accredited importer such as a member of the EFPI to continue to sell successfully and legally in the EU market.

Mr Fruchtenicht went on to comper the panel of wood flooring experts such as Weng Shaobin ( President Power Décor ) , Professor Ye Kelin ( Director of the Wood Industry and China academy of Forestry ) , Frank Ready ( Vice President Armstrong World Industries ) , and Benoit Miquel ( Vice President South Europe of tarkett ) who all partook in a presentation of the market developments in their own markets and then answered questions from the attendees.



*Picture: Prof Ye kelin , She Xuebin. Weng Shaobin , Jurgen Fruchenicht ( third from Right ) , Frank Ready and Benoit Miquel.*

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