

**PRESS
RELEASE**



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**FOR IMMEDIATE RELEASE
September 26, 2006**

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**SW VA Higher Education Center Participates in ZOW Trade
Show in Shanghai**

The Southwest Virginia Higher Education Center recently represented a group of regional forest products exporters at the 2006 ZOW Furniture Components and Supply Show. This is the premier trade event for the Chinese furniture manufacturing industry. Area companies represented included: B.J. Fortner Hardwoods in Ewing, Virginia; Gilco/Gilbert-NS Lumber Co. in Duffield, Virginia; Independence Lumber Co. in Independence, Virginia; and Quality Forest Products Co. in Martinsville, Virginia.

The Virginia Dept. of Agriculture and the Virginia Tech Dept. of Wood Sciences and Forest Products also sponsored the "Virginia Woods" exhibit. Dr. Bob Smith from Tech noted: "China now represents the third largest export market for Virginia's forest products industry. The Chinese buyers showed strong interest in Virginia hardwoods. This is a great opportunity for our companies to expand sales."

The participating companies will receive a series of trade leads and assistance in developing the contacts. This includes translation of company website pages into

Mandarin via the SW VA Higher Education Center's export marketing project. This project is supported via a grant from the Virginia Tobacco Commission's economic development fund.

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