Hardwood and Craftwork

Application situation of hardwood in Craftwork industry

Wenwan tianxia

CHI Rui
CONTENTS

01. brief of Wenwantianxia company
02. hardwood in craftwork industry
03. consumption and market
04. challenges of hardwood craftwork products
05. opportunuties and efforts
01
Brief of Craftwork Tianxia
Wenwan tianxia

- In 2005, established the first craftwork collection website, and proposed the concept of modern “wenwan”
- 2.30 million registered users, and 100 thousand distributors
- Cultivated more than 80% masters of industry
- Created the first craftwork exhibition which is biggest in China with 80 thousand visitors and 60 million trading volume.
- The biggest platform of information, culture and trading in craftwork industry
02
Hardwood in craftwork industry
the familiar hardwoods in craftwork

Tropical wood (hongmu)
★ Dalbergia odorifera (scented rosewood)
☆ Vietnam scented rosewood
★ Pterocarpus santalinus (red sanders)
★ Dalbergia cochinchinensis (Siam rosewood)

_temperate wood
★ boxwood
★ eaglewood (Thymelaeaceae)
★ Jinsi nan (Phoebe zhennan S. Lee)
Consumption and market
Consumption and market

Craftwork market

- Driving force: artistic value, cultural value, and quality of life
- Category: decoration and displaying articles, then the furnitures
- Channel: crafts store, custom-made, online shop
Challenges on harwood craftwork products
1 – legality

1. Controlling on international trade of wild species
2. Appendix I — Not allow international trade
3. Appendix II and III – export and re-export permission

CITES
2 – market order

- Resources scarcity
- Hard distinguishing the real and fake products
- Uncontrolled speculation
- Weakening market confidence
- High price of raw materials, small premium space, hard reflecting the technological value
- Waste by amateurs’ follow-up
Opportunities and efforts
Cooperation with WWF/TRAFFIC, promoting industry transformation and guiding to green consumption

Green and sustainable engraving materials

training underline

Transforming to green development

building a platform on-line with supporting of cross-industry alliance of internet

Master commitment, Heritage between teacher and student
green and sustainable engraving materials which are carriers of culture and art

- bamboo
- wood
- ivory
- rhinoceros horn
- Pangolin tablets

Legal and sustainable resources

Green transformation

sustainable alternatives, as olive and peach nuts etc.
Cooperating with WWF, inviting the leaders of industry to participate in the publicity activities to against the illegal wildlife carving products for promoting industry transformation.

- Carving master
- Non-genetic inheritance
- Senior player
- Professional advisers

Cooperating with WWF, inviting industry practitioners and consumers to participate in training of against the illegal wildlife carving products.

- Young artist
- Retailer
- New generation collectors
- Fans

Actively participating in large-scale publicity activities on wildlife theme.

- Species Protection Day
- Various exhibitions
- International conference
Having cultural value, no life cost.
2018 Nuts Carving national exhibition terminal

● more than 100 Carving master
● Deep discussion of cooperation programme.
2009 Nuts Carving Art creation exhibition - chengdu

- 12 top nuts carving masters
- Held by WWF, China Wildlife Conservation Association, and Chengdu Giant Panda Breeding Research Base
- Commitment to green carving and collection
2019 Guangzhou New talents exhibition

- Nearly 100 carving instructors
- More than 500 new generation artists and collectors
- China Customs Special Training
<table>
<thead>
<tr>
<th>forum</th>
<th>E-commerce</th>
<th>social platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Forum administration: deleting all the informations of illegal wildlife products.</td>
<td>Stop selling the carving products of illegal wildlife, promoting the green carving and collection among the cooperative merchants of wenwan tianxia and e-commerce platform with the aid of internet alliance <em>Combating to illegal trade of wild animals and plants on the Internet</em> built by WWF, TRAFFIC, IFAW</td>
<td>1. Distributing the informations of Combating to illegal products of wild animals and plants.</td>
</tr>
<tr>
<td>2. Artists: Voluntary commitment and promotion of the concept of green carving, integrating the concept of carving into teaching, and actively participating in publicity plan.</td>
<td>2. Actively promoting the cooperations between Wenwan Tianxia and WWF.</td>
<td></td>
</tr>
<tr>
<td>3. Members: Promised not to buy illegal wildlife products when joining the forum</td>
<td>3. promotion strategy of species protection day.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. supporting WWF on-line activities.</td>
</tr>
</tbody>
</table>
18th meeting of the conference of the parties of CITES

- Aug 15-19 2019, Geneva, Switzerland
- People's Republic of China Endangered Species Import and Export Management Office
  - WWF
  - TRAFFIC
  - Inviting representative of carving masters to exchange ideas of culture and wenwan industry sustainable development avec directors of international species protection.
cooperating avec WWF/TRFFIC to promote the influence and guide to green consumption

GUIDANCE of TROPICAL HARDWOOD IS COMING SOON!
- Promote sustainable hardwood consumption
- Reduce risks
Thanks

CHI Rui: 13911036203
Email: 23505578@qq.com