

**FUR HARVESTERS AUCTION AT
43RD CHINA FUR & LEATHER PRODUCTS FAIR
JANUARY 12 – 15, 2017**



As it does every year, Fur Harvesters Auction Inc. created a wild fur promotional booth at the 43rd China Fur & Leather Products Fair held in Beijing from January 12 – 15, 2017. Over 200 international and Chinese domestic exhibitors participated in this year's edition of the Fair. Visitor attendance has not been published at this date, but it is believed to be lower than last year, mirroring the general market trend of the previous season.

Despite this, traffic at the FHA booth was brisk, and buyer interest in wild fur was decidedly higher than last year. The FHA promotional booth was the largest ever at 50 m², and our premier location at the entrance to the exhibition hall ensured that no-one could enter without being aware of FHA and the wild fur samples exhibited.

Interest was especially noted in sable (marten), muskrat, beaver and coyote, but questions were fielded on all wild fur types. The Chinese trade is now well aware that the North American wild fur harvest will be lower this year than last; coming at a time when it appears that markets have turned the corner and that demand for wild fur is once again increasing. This will likely result in higher prices for most wild fur types and the Chinese trade seems to be accepting of this.

The wild fur samples exhibited were extremely well received by visitors and especially helpful in explaining the superior quality of FHA's wild fur collection.



During the 2016 fur sales season FHA created an agreement with major sable designer Nevrís of Greece to design and manufacture a one-of-a-kind Canadian sable garment. This garment featured prominently in the 2017 promotional activities at the Beijing Fur & Leather Products Fair.

Many of the young Chinese ladies visiting the booth took the opportunity to have their pictures taken while wearing the coat.



The FHA samples and sable garment will also feature prominently in other venues throughout the promotional campaign, including the lobby of Saga Furs in Helsinki, Finland when Fur Harvesters, Saga Furs and American Legend conduct a joint auction from March 5 – 15, 2017. Buyer attendance is estimated at 1,000, and other sectors of the trade, including fur trade media, will also be in attendance.