

DAILY NEWS



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PROPERTY and HOME

Expo hall to offer a China connection

BY DONALD BERTRAND

A FORMER CARDBOARD-BOX manufacturing plant in East Elmhurst is being transformed into an exposition center to bring together Chinese manufacturers and possible customers in the metropolitan area.

Grandland Expo Center will provide showroom space for approximately 200 international manufacturers who want to display their merchandise to U.S. distributors and retailers. The site will be the former Standard Folding Cartons plant at 83-15 24th Ave.

"This development represents a change of land use from industrial — cardboard-box manufacturing — to high value product showrooms, which will transform a transitional neighborhood of bus yards, motels, and mixed use retail-office into a destination for merchants who are located throughout the entire eastern seaboard," said Richard Maltz, chairman of Greiner-Maltz, the brokers of the \$23 million sale of the 3-acre site.

Maltz said Grandland International will offer its tenants a variety of services to help them with their business-to-business operations.

Secretarial/administrative support, common meeting and conference rooms, marketing and promotional services will be available.

Upon receiving orders from companies, the tenants will be assisted in obtaining U.S. Customs clearance to import

their products and as well as logistical support in having the ordered items delivered to their U.S. customers.

Grandland expects to spend another \$23 million for renovation of the facility and other start-up costs.

"U.S. firms' engineers, developers, and factory managers will have the opportunity to discuss their specific requirements, specialized tooling and improved manufacturing control with ... tenants who will be ... the international firms' experienced production personnel," the expo center stated on its Web site.

"Instead of saying, 'I want to make a widget,' and then traveling to China to perhaps get it manufactured, you would now be able to go to the exposition center and meet 200 vendors who can either manufacture or broker the product in China," said Maltz. "It is taking two industrial powers and pairing them up in Queens."

Situated between Astoria Blvd. and the Grand Central Parkway and just outside of LaGuardia Airport, the site is ideal for business people flying into either of Queens' international airports to be able to visit the expo center, Maltz said.

Standard Folding moved its operations from the East Elmhurst site and a second location in Maspeth to the Philadelphia/Trenton area last year, he said.

Greiner-Maltz was also the broker for the Maspeth site, which was sold to Manhattan Beer.

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From l., Greiner-Maltz prez Richard Maltz with execs Larry Reiff & Adrian Smilovici. Photo by Richard Slattery