

ISRAEL

OVERVIEW

Market Size: Furniture market is estimated at C\$ 80 million.

New office construction is growing at a rate of 15%. There is one Canadian success story to report. A Canadian company has set up a subsidiary in Israel, assembling components. This subsidiary is successfully marketing office furniture in Europe, under free trade agreements with EEC and EFTA countries.

SOURCES OF SUPPLY

Approximately two thirds, or 65% of the local market is supplied by domestic manufacturers. The remaining one third, or 35% of the market is imports, which come from the US and France.

BUSINESS ENVIRONMENT

Importers/Distributors of Furniture

- Aichot Office Furniture Ltd., 3 Beitasalel St., Ramat Gan. Tel: 972-3-751-05-11, Fax: 972-3-752-45-33.
- Savion Furniture, 11A Hashkama St., Industrial Zone Azur. Tel: 972-3-556-77-11, Fax: 972-3-556-76-77.
- Gary Alexander Ltd., Industrial Zone, Raanana. Tel: 972-9-917-179, Fax: 972-9-913-485.
- Mobile Style, 6 Gloska St., New Industrial Zone, Rishon Le Zion. Tel: 972-3-962-21-83. Fax: 972-3-961-20-03.
- Oranim, 252 Hayarkon St., Tel Aviv. Tel: 972-3-546-31-11. Fax: 972-4-760-244.
- I. Mizrachi, 13 Haizira St., New Industrial Zone or Yehuda. Tel: 972-3-533-44-38. Fax: 972-3-533-40-37.
- Kal Noah Ltd., 2 Hafez Haim St., Tel Aviv. Tel: 972-3-695-16-05. Fax: 972-3-695-82-86.
- Paltechnika, 12 Haarvah St., P.O. Box 20575, Tel Aviv. Tel: 972-3-561-08-21. Fax: 972-3-561-23-74.
- Alit Office Furniture, 22 Malakush St., Tel Aviv. Tel: 972-3-378-170. Fax: 972-3-378-381.

The languages for business and promotional material are English and Hebrew.

There is a tariff of 26.4% on office furniture originating from Canada. Notably there is no duty on furniture originating from the US or the EEC.

There are possibilities of joint venture and technology transfers.

There are local standards for office furniture, which are also national standards.