

# VENEZUELA

## OVERVIEW

**Market Size:** Estimated at C\$ 25 million for 1992.

Following recent new and projected construction of office buildings, the main area of growth is in the office furniture market.

## SOURCES OF SUPPLY

Venezuelan furniture manufacturers have been effectively supplying the domestic market with a ten-to-one ratio over imports. Of these imports, most are shipped from the U.S., Germany, Italy, and Puerto Rico. 1992 imports totalled C\$ 1,150,000 down about 8% from 1991.

## BUSINESS ENVIRONMENT

The language primarily spoken and used in promotional material is Spanish; English is the next alternative.

There are no tariffs or non-tariff barriers to trade in Venezuela.

Possibilities for joint ventures exists.

There are no local certification requirements.

## PROMOTIONAL ACTIVITIES

Two major trade shows will take place over the next two years. These are **Office Furniture and Equipment Exhibition**, in May 1994/95; and **Home and Office Furniture Show** in November 1994/95. Venezuelan buyers are not often found at trade fairs abroad since locally manufactured furniture has both price and quality advantages over imported products.

Local buyers depend on publications issued by the **Venezuelan Furniture Manufacturers' Association**. Local knowledge of Canadian export capacity is negligible.

An agents association exists for the office furniture sector.

**Post's Overall Opinion:** *Strong local capacity, but very open trading environment and possibility for joint ventures do exist.*