

# SINGAPORE

## OVERVIEW

**Market Size:** Imports of office furniture were C\$ 40 million in 1992, however, market is larger still as domestic production (combining home and office furniture) was not included.

There is continual growth, as many new major office buildings are being built, and renovations continue. No figures are available, but market is small when one considers the size of the country and the density of population.

One Canadian enterprise has a large showroom in the heart of the central business district.

## SOURCES OF SUPPLY

Approximately 45% of furniture is manufactured locally, with the remainder being supplied by Malaysia (20%), Japan (14%), USA (12%), and Italy (7.5%).

## BUSINESS ENVIRONMENT

The language of business is English.

There are no significant regulations deterring imports.

Joint ventures have happened with Japanese firms, with the emphasis being on achieving a higher level of quality for export.

ISO9000 has been used as an export-facilitating standard, but no standards exist for imports.

## PROMOTIONAL ACTIVITIES

Trade shows include:

- **FURNITURE TECHASIA 93, 23 - 27 NOV.** This is a biennial exhibition which focuses on the furniture production process (i.e., machinery, accessories for furniture production, upholstery, etc).
- **INTL FURNITURE FAIR SINGAPORE 94, 2 - 6 MAR.** This is held in conjunction with the 11th ASEAN FURNITURE SHOW.
- **SINGAPORE FURNITURE INDUSTRIES COUNCIL 4TH INTERNATIONAL FURNITURE SHOW.** This shows features a wide variety of furniture styles.
- **FURNITURE 94 - 31 JUL TO 8 AUG.** An exhibition of furniture, furnishings, household appliances, and home products.

There are no local magazines on office furniture, but Canadian exporters could consider advertising in the local BUSINESS TIMES Newspaper.