

imported into Korea. This rate is progressively being reduced.

Higher quality Italian or Japanese furniture items aside, Korean consumers are very nationalistic and tend to buy products manufactured in their country. This trend is unlikely to change.

No local certification standards are required for office furniture in Korea.

### **PROMOTIONAL ACTIVITIES**

The only major show for office furniture in Korea is its annual "International Office Furniture and Fixture Show" held in Seoul in October.

Associations of potential interest to Canadian exporters:

- Association of Foreign Trading Agents of Korea (AFTAK), 45-20 Youido-Dong, Yongsongpo-Gu, Seoul, Fax: 02 785 4373
- Federation of Furniture Industry Cooperatives, 127, Nonhyondong, Kangnam-Gu, Seoul.

Post's Overall Opinion: *This sector represents limited opportunity for Canadian firms.*