

# FINLAND

## OVERVIEW

**Market Size:** Estimated size of total office furniture market for 1993 is C\$ 180 million.

Due largely to the recession, the market today for office furniture in Finland is about 40% smaller than it was three years ago. There are 1.5 million square meters of vacant office space in the Helsinki region and the country as a whole is experiencing an 8-9% vacancy rate, which is twice the usual rate.

## SOURCES OF SUPPLY

Finland supplies 95% of the office furniture market domestically. While imports of office furniture for the first eight months of 1993 were valued at C\$ 3.3 million, neighbouring Sweden accounted for C\$ 2.3 million or 70% of these.

## BUSINESS ENVIRONMENT

**Importers/wholesalers of Office Furniture**

- Forma Toimistokalusteet OY, Mikonkatu 13 A 29, 00100 Helsinki, Fax: 358-0-663521.
- Lakimiehenkatu 4, 20780 Kaarina, Fax: 358-21-2433766
- Studio Nomart, Merikasarminkatu 8, 00160 Helsinki, Fax: 358-0-6632728.

English is an acceptable and widely used language for business.

Imports from European countries enter Finland duty-free while all imports from outside Europe are charged 0.8% import equalization tax, along with 5.1% import duty, and 22% sales tax.

Three major manufacturers of office furniture are open to discussion over joint ventures and/or technology transfers. Negotiations are currently underway with companies in Canada. Voluntary ISO9000 is regarded as an asset nationwide.

## PROMOTIONAL ACTIVITIES

Finland has one major trade show for the furniture sector. KT-94 will be held September 12-16, 1994 in Helsinki Fair Centre. The next exhibition for furniture will be held in 1996. Finish buyers also frequent shows in Cologne, Stockholm, and Milan.

The leading domestic publication for office furniture is Uudistuva Konttori, P.O. Box 50, 02611 Espoo, Fax: 358-0-4208396. The most popular business publication is Office published by office publications in Stamford, Conn., U.S.A. Presently, there is minimal knowledge of Canadian capabilities in Finland.