

for FY 1995/96. Hong Kong importers attend major shows in Europe, including Cologne International Furniture Fair.

Periodicals used as product information sources include: "Interior" and "PACE", which is local. However, it is important to note that Canadian furniture is known to be comparatively more expensive, and lacks brand image.

There is no agents' association or importers association.

**Post's Overall Opinion:** *Consistent marketing effort and strong sales support (including prompt delivery) provided by local importers/agents will be crucial to successful market entry and ongoing services for Canadian furniture manufacturers.*