

followed.

During this recession, there is very little office building construction, and few companies wish to invest in more modern office furniture and equipment.

Although European firms have strong influence in the North American Market, American firms are less recognized in Europe for their desk and office systems concepts.

Major Swiss and German firms are present in the U.S.A. either with their own factories or through licensing.

PROMOTIONAL ACTIVITIES

Switzerland hosts an annual international event focusing on information communication and organization technology - **ORBIT**. This exhibition is held in Basel, and the next one is scheduled for September 6 - 10, 1994.

Swiss buyers shop at **ORGATECH**, held in Cologne, Germany. The next fair is scheduled for October 20 - 25, 1994.

Locally, the Swiss buyers rely on **BUREAU SUISSE** and **DER ORGANISATOR** as periodicals for office furniture information.

There is no importers' association for office furniture, nor is there an agents' association. However there is **SWICO**, the *Association economique de la bureacratique, de l'informatique, de la telematique et de l'organisation*.

Post's Overall Opinion: *A demand for specialized and systems furniture exists. Joint venture possibilities exist.*