

NORWAY

OVERVIEW

Market Size: The total market for office furniture in Norway was estimated at CS 250 million for 1992.

Due to the recession, construction of new office space is deemed to be negligible for the next 2-3 years.

SOURCES OF SUPPLY

Imports account for about 20% of the total Norwegian office furniture market. Most imported furniture is shipped from Sweden, Denmark, Germany, the U.K. and Finland.

BUSINESS ENVIRONMENT

Importers/Distributors of Office Furniture

- Ide-Kjeden
- Bohus and Nkl

English is considered an acceptable language to do business in.

Furniture imported from other European countries enters duty-free while Canadian made furniture is subject to a 3-5% import duty.

There are no specific requirements that goods must meet to enter the Norwegian furniture market, however increasingly more and more manufacturers are conforming to ISO9000 standards.

PROMOTIONAL ACTIVITIES

There is an office furniture trade fair called **NOR-IN** held in Oslo every two years (next in 1995). The most important international trade fair for Norwegian furniture buyers is **ORGATECH**, held annually in Cologne, Germany.

Some of the more popular periodicals suitable for furniture manufacturer advertising are:

- Mbelhandlere, P.O. Box 2960 Toyen, 0608 Oslo.
- TRE OG Mbler, P.O. Box Sentrum, 0101 Oslo.
- Byggenkunst, Josefinesgate 34, 0351 Oslo.

Agents of office furniture are members of an association called:

- KDL, P.O. Box 2568 Solli, 0203 Oslo.

Post's Overall Opinion: *Canadian potential in Norwegian office furniture market is limited.*