

HONG KONG

OVERVIEW

Market Size: The middle to high range office furniture market is approximately C\$ 200 million.

Projected areas of growth are new office building construction and refurbishing/renovation of existing buildings, with an actual rate of 15% (10% has been deducted for inflation). A Canadian company from Calgary, Alberta has been successful in this country, going from virtually zero in first three years, to approximately C\$ 3.5 million last year.

SOURCES OF SUPPLY

Imported products dominate this market, accounting for 90% of the supply of office furniture. Sources of imports include USA, W. Germany, Italy, France, Taiwan, Singapore, Malaysia, and Thailand.

Imports broken down by product category are as follows: open-plan system, approx 50%; desking, approx 20%; storage, approx 15%; seating, approx 15%.

BUSINESS ENVIRONMENT

Local agents are generally engaged on an exclusive basis for importing office furniture.

Distributing Agents for Furniture

- BIF
- Comer
- Gruppo Mobilia
- Houtoku Furniture H.K. Ltd.
- Lamex Trading Company
- Logic Office Supplies Ltd.
- Pacific Decor
- Salotto
- Shun Hing
- UB-Haworth (HK) Co. Ltd.

The language spoken is bilingual English and Chinese.

There are no tariff barriers, or import quotas for office furniture.

Possibilities for joint ventures/technology exist, particularly for high import quality/design, low-cost furniture.

Certification is not a requirement.

PROMOTIONAL ACTIVITIES

Proposed Post initiatives include participation at the 11th annual IBEX, June 1994 and building product buying mission to Canada FY 1994/95. Similar initiatives will be proposed