SWITZERLAND

OVERVIEW

Market Size: The 1992 furniture market (household and cheap office - department store sales) was approximately $C 920 million. Professional market was approximately $C 632 million.

In 1992, there was a decrease of turn-over of 16.5%, primarily in sales of special furniture for data processing equipment. There was a net increase in office planning, and a definite trend towards functionality, ergonomics, and design; more office furniture systems are sought as opposed to individual pieces.

It is estimated that by 2000, 60 - 70% of all people will be working in an office environment, and thus the emphasis has been placed on increasing comfort. Natural wood is becoming fashionable because of the movement towards more ecological products.

SOURCES OF SUPPLY

Approximately 85% of the professional office furniture is manufactured locally. Most imports occur with home office furniture, where 60 - 70 % of furniture is imported from EC countries. The leading country for imports is Germany, followed by Italy.

Recent imports broken down by product category:

Office furniture, metal	C$ 31,798,997
Office furniture, other	5,886,426
Office furniture, wood	104,855,238
Swivel chairs, upholstered	34,195,822
Swivel chairs, not upholstered	574,799

BUSINESS ENVIRONMENT

Marketing and distribution channels through agent and specialized stores.

The language spoken is English. Descriptive literature in German, English, and French would be advantageous.

No import permits required. EC and EFTA countries import duty-free.

There is interest in joint venture, exchange of technology, and licence manufacturing. Of note, a major Swiss manufacturing firm, LISTA DEGERSHEIM AG is interested in cooperation with Canadian firms.

Quality requirements are identical to ISO9000. Manufacture standards must also be