

DENMARK

OVERVIEW

Market Size: The office furniture market is estimated to have been C\$ 260 million in 1992.

There is little growth projected for office building in Denmark. Any growth that occurs will be refurbishing, with a heavy focus on ergonomically correct furniture. This is likely a reflection of the recently established advisory centres (BST) for all national labour environments, including work positions, which encompasses office furniture. These advisory centres were established through Danish legislation.

SOURCES OF SUPPLY

Denmark's office furniture market is predominantly supplied through domestically manufactured products - C\$ 45 million for swivel chairs, and C\$ 186 million for all other furniture, which accounts for approximately 90% of the market. Imports represent only 10% of the office furniture supply, at C\$ 8.5 million for swivel chairs, and C\$ 19 million for all other furniture.

The imports are predominantly from Norway (swivel chairs) and Germany.

BUSINESS ENVIRONMENT

Marketing and distribution is carried out primarily from manufacturers' own centres, distributors, and supplying architects, and goes directly to end-user.

Danish is the first language of choice for business, with English as the second business language.

There are no barriers other than EC tariffs. One potential barrier is the price of Canadian product.

There appears to be little possibility for joint ventures or technology transfer. One promotional opportunity which may be useful is to hold a high-level seminar simultaneously with the Copenhagen Furniture Exhibition (listed below).

There are no national directives for certification requirements other than environmental restrictions (e.g. formaldehyde). Of note, one Danish company has achieved ISO 9000, and there are several others close to achieving it.

PROMOTIONAL ACTIVITIES

Trade shows for office furniture include:

- Copenhagen Furniture Exhibition - annual event, held in April at Bella Centre, Copenhagen.
- Office Furniture Manufacturers' Exhibit - features some specialised office furniture, notably KONTOR AND DATA products. This event will be held Oct 1994,