

## IMPORTS OF FURNITURE AND LIGHTING FITTINGS, 1994 TO 1995

US dollars

	World		Canada	
	1994	1995	1994	1995
<b>Seats</b>	<b>134,005,525</b>	<b>63,753,255</b>	<b>3,210,451</b>	<b>2,064,692</b>
Swivel seats with variable height	24,285,303	15,030,396	547,854	761,073
Seats with wooden frames, upholstered	37,813,857	16,193,338	283,150	64,834
Seats with metal frames, upholstered	20,431,289	8,258,791	374,787	293,185
Other seats with metal frames	6,809,442	3,361,703	108,434	43,015
Other seats with wooden frames	6,341,515	2,394,533	42,758	47,702
Other seats	19,756,319	6,735,091	1,221,847	115,519
Metal frames	10,669,262	7,703,291	195,295	412,260
Other seat parts	7,898,538	4,076,112	436,326	327,104
<b>Medical, Surgical, Dental Furniture</b>	<b>15,823,526</b>	<b>7,000,254</b>	<b>399,971</b>	<b>6,393</b>
<b>Other Furniture</b>	<b>311,248,781</b>	<b>144,733,614</b>	<b>7,897,672</b>	<b>2,968,488</b>
Metal office furniture	32,280,390	22,203,931	1,610,840	597,380
Other metal furniture	76,067,638	43,128,077	484,068	546,310
Wooden office furniture	31,550,701	16,898,807	977,789	384,405
Wooden kitchen furniture	12,391,672	4,637,989	202,801	87,874
Wooden bedroom furniture	30,477,853	9,477,850	647,318	407,709
Other wooden furniture	71,066,504	25,290,153	1,281,883	156,005
Plastic furniture	19,782,002	7,059,719	648,098	179,358
Cane, bamboo, etc., furniture	4,971,147	1,744,822	7,718	5,771
Parts	32,660,874	14,292,266	2,037,157	603,676
<b>Lamps and Light Fittings</b>	<b>112,853,645</b>	<b>54,065,955</b>	<b>433,064</b>	<b>140,159</b>
<b>Total Imports</b>	<b>573,931,477</b>	<b>269,553,078</b>	<b>11,941,158</b>	<b>5,179,732</b>

Source: Banco Nacional de Comercio Exterior (Bancomext), Mexican Foreign Trade Commission.

### CUSTOMERS

About 75 percent of the Mexican furniture market is home furniture, 10 percent is office furniture, and the rest is mostly for restaurants and institutions.

### RESIDENTIAL FURNITURE

Imported wood furniture for the home is purchased primarily by middle- and upper-income Mexicans who constitute about one-fifth of the population. Mexico City is the largest market, followed by Monterrey and Guadalajara. Those three cities include one-third of all Mexicans in the upper- and middle-income groups, creating a market of about 7.5 million people who can afford imported products. Other relatively affluent cities with a population of one million or more include Toluca, Puebla, León and Torreón.

### OFFICE FURNITURE

Large corporations, especially those involved in industries where making a good impression is important, are the largest customers for imported office furniture. Most large Mexican corporations have their headquarters in either Mexico City or Monterrey. Mexico City is the national capital and the most likely location for multinational corporations. Monterrey is a major industrial and financial centre and half of all Mexican industry and financial services is controlled from that city. It is home to more than a dozen large *grupos*, family-owned companies, with holdings throughout Mexico and other countries.

### INSTITUTIONAL FURNITURE

Institutional furniture is purchased mainly by government institutions. Health care and education are both

extensive sectors given Mexico's population, which will reach 100 million by the turn of the century. Since the devaluation, however, all public institutions have been subject to severe budget constraints.

The *Sistema Nacional de Salud*, National Health Care System, is divided into separate systems for those who are employed in the formal economy and for those who are not. Mexicans who can afford to pay have the third alternative of using private health care facilities. The body responsible for health care policy and regulation throughout Mexico is the *Secretaría de Salud* (SS), Secretariat of Health.

Mexico's school system is similar to Canada's. The system includes preschool, primary, junior high and high schools. In addition there are vocational schools known as