

manufacturing under licensing agreements, which is an option that Canadian exporters may consider as a means to lower product price.

PROMOTIONAL ACTIVITIES

This sector has not been targeted as a priority for this mission, but the following trade shows could be useful:

- **INTERNOVEL-FENAVEM-MAQMAD '94.** Sao Paulo, August 1994. This is the principal furniture and fixtures show in Brazil.
- **MOVESUL '94.** Porto Alegre, March 1994. This is a biannual furniture-making machinery show.
- **FIMMA '94.** Bento Goncalves, March 1994. This is a furniture-making machinery show.

Post's Overall opinion: *There are not many good opportunities for Canadian exporters of office furniture due to high transport and import tariffs/taxes and strong domestic competition UNLESS Canadian firms pursue joint ventures. However, there may be options for specialty items (e.g., brass fixtures, drawer mechanisms, etc).*