

EUROPE, AFRICA AND MIDDLE EAST

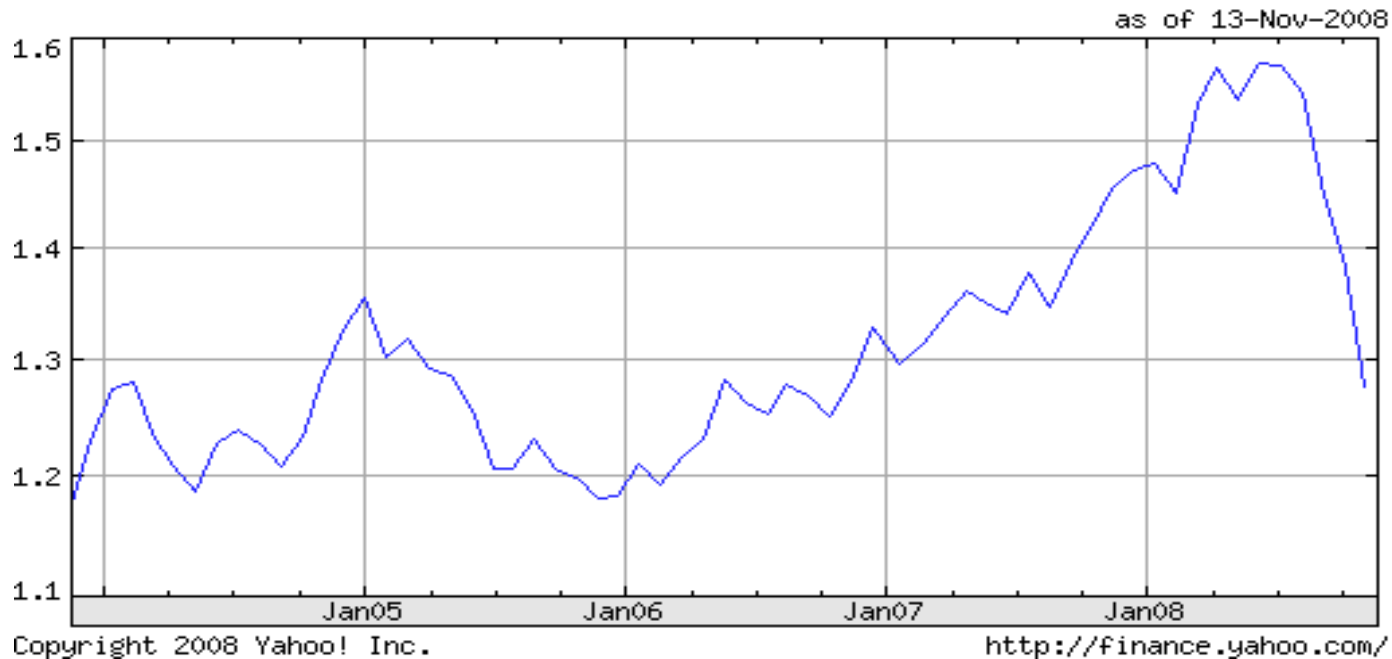


Josh Bower

International Trade Specialist

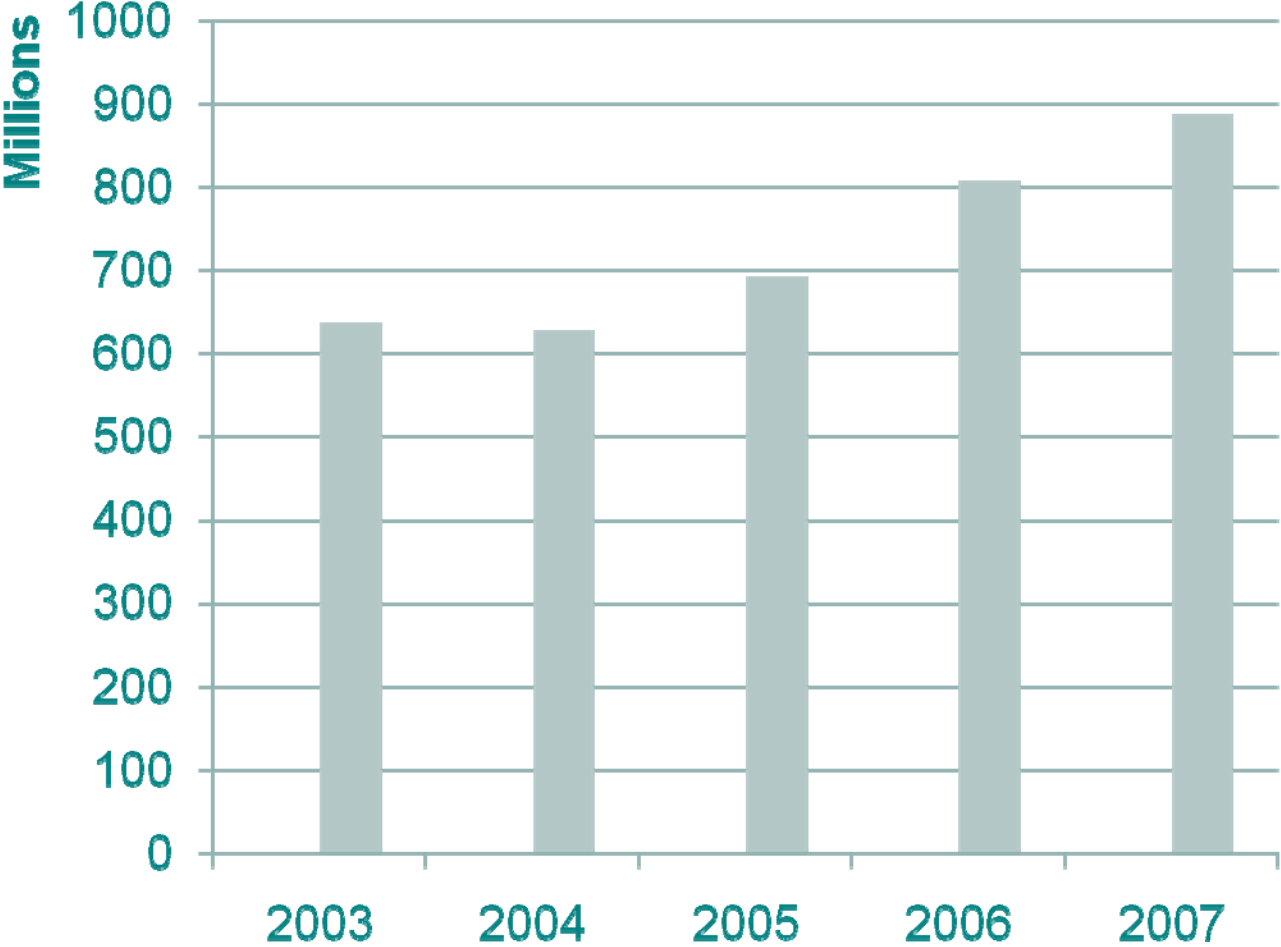
The Euro

Euro Foreign Exchange Rate in US Dollars



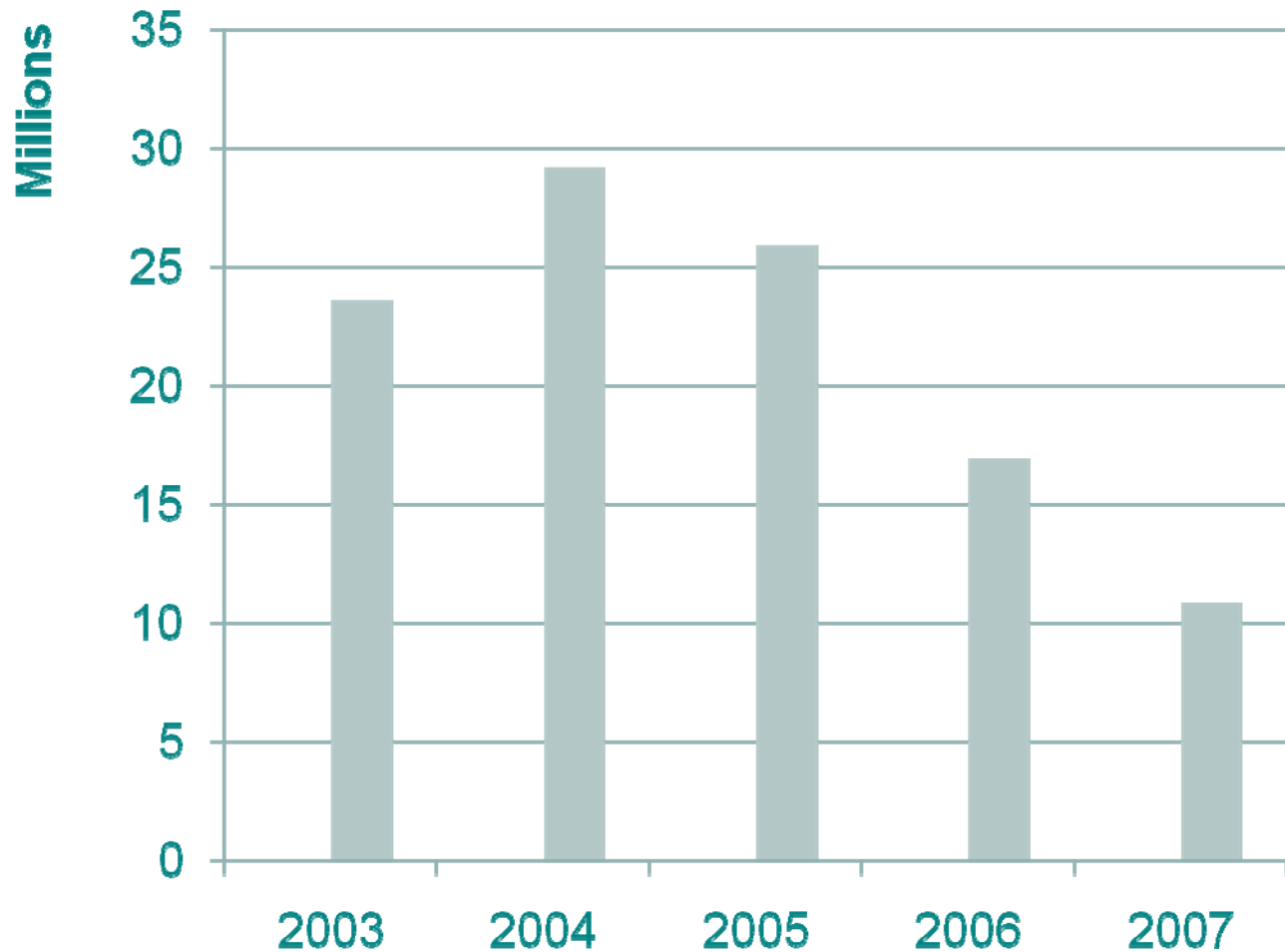
Over the Last Five Years

U.S. Furniture Exports to Europe



Source: World Trade Atlas

Mississippi Furniture Exports to Europe



Source: World Trade Atlas

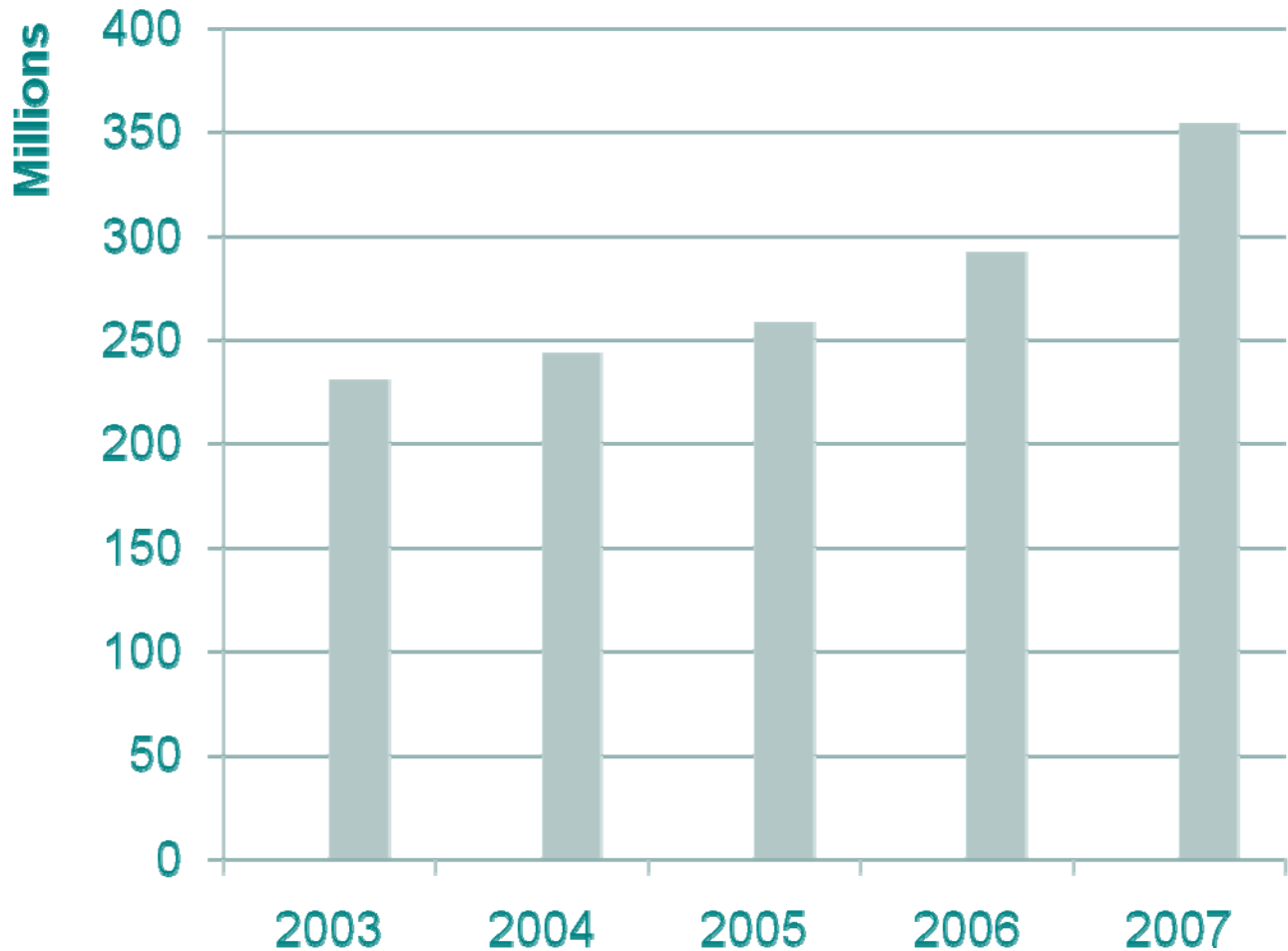
2007 Top EU Markets for U.S. Furniture

- UK - \$334 million
- Germany - \$140 million
- France - \$123 million
- Netherlands - \$71 million

U.S. Advantages in the European Market

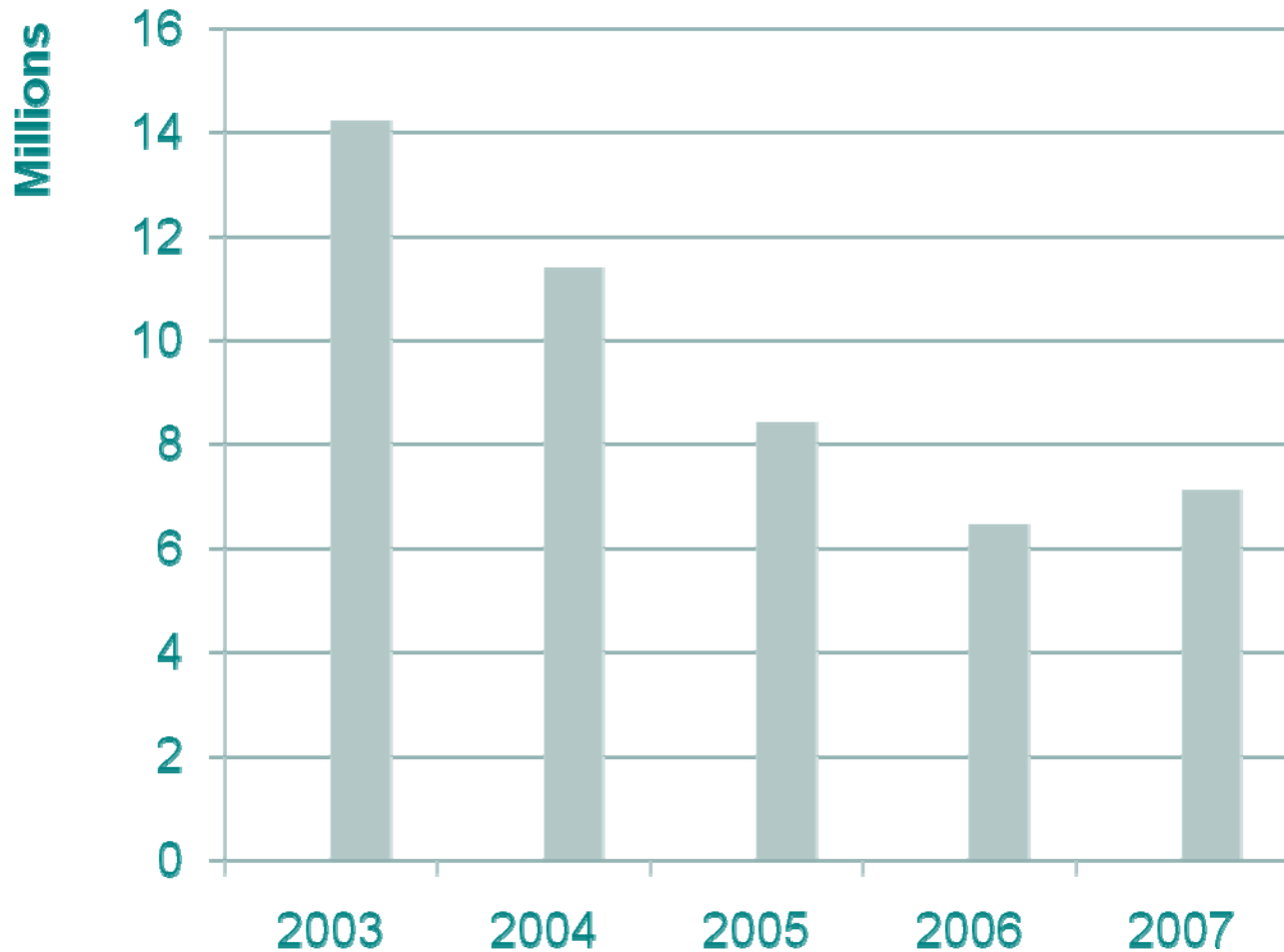
- Language
- Basic cultural similarities
- Reputation for quality products
- Accustom to large, diverse market
- Western Europe is a gateway

U.S. Furniture Exports to Middle East



Source: World Trade Atlas

Mississippi Furniture Exports to Middle East



Source: World Trade Atlas

2007 Top Middle East Markets for U.S. Furniture

- UAE - \$91 million
- Saudi Arabia - \$88 million
- Kuwait - \$46 million
- Israel - \$31 million

Schedule of Activities

- **Jan. 27, 2009** –
Middle East & North
African Seminar -
Jackson, MS
- **April 20-22, 2009** –
Trade Winds
Europe - Warsaw,
Poland

THANK YOU!

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