EUROPE, AFRICA AND MIDDLE EAST

Josh Bower
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The Euro

Euro Foreign Exchange Rate in US Dollars

Over the Last Five Years
U.S. 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
- Accustomed 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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