



Market Overview of CANADA

Furniture Industry

US-Canada Trade Relationship

- The United States – Canada trade relationship is the largest economic relationship that has ever existed between two nations.
- Two-way trade in goods and services averages on a daily basis US\$1.6 billion.

U.S. - Canada Trade Relationship

- Year, 2007
 - #1 Export market for 35 U.S. states
 - Exports to Canada from US \$1.1trillion
 - 12% increase over 2006
- Current exchange rate
 - CDN\$ = Par value to U.S. dollar

Why Canada?

- Common Culture
- Geographical proximity
- Tariff-free benefits for US produced goods (NAFTA)
- Similar business practices

Why Canada?

- There are a few differences:
 - Standards & regulations
 - Adaptation in sales methods
 - French language requirements

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Mississippi and Canada
Trade Relationship

Mississippi-Canada Trade Relationship

- Canada is #1 export market for Mississippi.
- Mississippi exported US\$5.1B- World
 - US \$1.2B (24%) exports – Canada
 - 17% increase over year 2006

Mississippi-Canada Trade Relationship

- 61,750 Mississippi jobs are supported by U.S.- Canada trade relationships (U.S. Canadian Consulate General, 2008)

Mississippi's Top (5) Export Sectors to Canada in 2007

Electrical Machinery	\$339M
Machinery	\$291M
Plastic	\$121M
Vehicles/Not Railway	\$108M
Furniture & Bedding	\$ 83M

Source: World Trade Atlas

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Canada: Summary Overview
of Furniture Industry

Current Status

- Canadian market imported U.S.\$1.97B worth of furniture from U.S. – 2007.
- Stall in furniture demand (CBC news, 2008)
 - 5.3% decrease – 2008
 - 5.6% decrease – 2009

Current Status

- Canadian market imported U.S.\$1.97B worth of furniture from U.S. – 2007.
- Michigan, Ohio, Tennessee, North Carolina, Indiana comprised top 5 U.S. states
- Stall in furniture demand (CBC news, 2008)

Best Prospects

- Eco-friendly furniture
- Wood Household
- Non-wood and non-upholstery
 - Rattan, brass, wrought iron, wicker
- Showcase, partition, shelving, locker products

Best Prospects

- Institutional furniture
- Ergonomic furniture
- Furniture -elderly, home theater and outdoor

Prospective Buyers

- Generation Y (ages 18-32)
 - Due to Global warming issues / natural disasters increased interest in environmental friendly features in furniture selections
 - Products like urban tree salvage products, hybrid products – half soy and half petroleum.

Prospective Buyers

- Sleek, classic designs
 - Has mobility, yet affordable
 - Customization/multifunctional
 - Ready-to-assemble/transformable and versatile
- New Homeowners* *
 - Commercial Offices

Suggestions

- Suggested tips for entering and expansion into the Canadian market:
 - Contact ITO, Global Business Div., MDA
 - Fact finding/Trade Missions/GoldKeys/In-bound Missions/Trade Shows
 - Due diligence
 - Agent, distributor, joint venture, partnership, print media, internet, user friendly website

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2009 Trade Promotion
Activities: Furniture

2009

Trade Promotion Activities

- Furniture Sector
 - Toronto, Ontario
 - Jan. 10-13, 2009
 - Gold key/or
Product Literature

*Other opportunities
may exist

Thank you!



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