

ITC

INTERNATIONAL TRADE CENTRE UNCTAD/GATT

MARKET BRIEF

RATTAN CANE

ITALY

TRADE INFORMATION SERVICE
DIVISION OF PRODUCT AND MARKET DEVELOPMENT

Rattan Cane - ItalyProduct description HS 140120 RattansImports

(Q = tons) (V = ECU '000)	1990		1991		1992	
	Q	V	Q	V	Q	V
	2,025	3,524	1,711	3,269	1,952	3,511
ECU 1 = US\$	1.27		1.23		1.28	

Apparent consumption Nearly equivalent to imports as there is no local production and reexports are negligible.

<u>Main origins of imports</u>	Singapore*	Malaysia	Indonesia	China
Value (% of imports, 92)	1,852 (57%)	888 (25.3%)	440 (12.5 %)	199 (5.7%)

*Singapore is a major collection point for rattan coming from other regions in South East Asia.

Market profile

Batang and Manau are the most commonly imported varieties. Batang is used for standard quality and Manau, given its characteristics and rarity, for high quality products. Varieties of minor importance are Malaya, Jahal and Tohiti. As a result of the ban in Indonesia on exports of raw rattan and the shortage caused thereby, many Italian importers have identified other sources of supply within South East Asia. (Singapore leading the list of suppliers in 1992.)

Rattan is mostly used in making garden and interior furniture.

Importers prefer canes which are:

- uniformly light in colour, particularly yellow or as nearly white as possible;
- supple enough not to break easily;
- without or with few natural joints or knots;
- uniform in thickness.

There is a shortage of canes exceeding 30 mm thickness. Canes of a length of at least three metres or more are in greatest demand.

Market access

No import duty is levied on rattan cane but the products should be treated in the country of origin against fungi and insect infestations. Canes should be free from fungal blemishes, scars, bruises and especially pinholes.

Prices

The import price of the variety Batang varies from US\$ 1 - US\$ 1.5 per kg. Different price criteria apply to the more expensive variety Manau: a cane of 3 metres length and 30 mm thickness is imported at about US\$ 3 - US\$ 3.5.

Distribution channels

Besides traditional channels of distribution like importers/wholesalers a significant proportion of imports is carried out direct by rattan furniture manufacturers.

ITC Market Briefs Programme

EVALUATION FORM FOR RATTAN CANE

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1. Did you find this market brief to be:

Very useful Fairly useful Not useful

2. (a) If you found this market brief to be useful, please indicate why:

for taking marketing decisions
 to establish export contacts
 for market research
 other (please list below)

(b) If you did not find this market brief to be useful or if it did not fully meet your needs, please explain why:

3. Which sections of the market brief did you consider the most useful?
(Please rank from 1 (most useful) to 10 (least useful).

Statistics
 Market characteristics
 Market access
 Prices
 Packaging

Distribution channels
 Trade/sales promotion
 Commercial practices
 Market opportunities
 List of importers

4. For which section(s) is more information needed?

5. Which other market aspects would you like covered?

6. What other import markets are of interest to you?

7. Any other comments (please use the back if required):

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