

ISO, International Shopfitting Organisation Annual General Meeting 28.05.2011.

Short economic review of the shopfitting industry in Sweden.

And a comment about Denmark and Finland.

General economic situation

The economic growth in Sweden was 5,5 % in 2010, and about 4 is expected in 2011, maybe 3 in 2012, which means high spirits and a proud Finance Minister!

It also means full recovery after the crisis, like Norway (if they ever had any?), but in sharp contrast to Denmark. Half of Swedens production output is exported, so the future is of course depending on the rest of Europe and the Global situation.

The SEK (Swedish Krone) however has revaluated some against the Euro and the DKK (Danish Krone) which is also making life competitive.

A lot of the growth is thus resulting from domestic consumption and optimism.

May it continue?

Service industries are gaining on Production

As it appears from the attached Industrial production index, the growth in production from 1990 to 2005 has changed, and production in 2010 is of less importance to the national economy. The globalisation and growth in so called service industries continues. Like "Retail environments" becoming more important than "shop fixtures"! Software values gaining on hardware in the most developed countries.

Shop fitting industry

The domestic shop fitting industry seems fine, but heavy players like ITAB may suffer from the less fortunate European situation and tough competition. They really showed off at the Euroshop, but time will show if that is the way to improve business. An interesting question to all of our industry!

But the colleagues I have spoken to, and the exhibitors at the "Butikslieferantör" exhibition in Stockholm last month are optimistic, busy, and seems quite happy and confident.

Preben Bailey,
ISO Secretary General,
Sweden.

24.05.2011

PS: The Danish shopfitting industry has undergone a catastrophic development the past 3 years. 25 contacts to PB of ISO during 2008 were reduced to about 5 (five!) by this year's Euroshop, due to bankruptcies, mergers between 2-3-4 companies, and the remaining companies are fighting a tough situation. We'll ask Jorgen Mikkelsen, Vangsgaard In-Store, Copenhagen, to elaborate a little on the present and future situation during the Congress.

PPS: Finland looks good, they benefit from the neighbourhood to Russia, and their situation in General (apart from being a Euro country) looks very similar to Sweden. PB.