



## **The Netherlands**

**Short economic review of the shopfitting industry.**  
**By Herman Jurrius, CBM/WWI, ISO Treasurer, 28.02.2012.**

### **Dutch economic situation**

The first two quarters there was an economic growth of 2,2 percent. However, in the third and fourth quarter the Dutch economy decreased with 0,4 percent. So despite the economy growth of 1,2 percent in 2011 the Dutch economy is now officially in recession. On top of that the Dutch face additional austerity measures as a consequence of a bigger than expected deficit.

### **Shop fitting industry**

The total turnover in the shop fitting industry declined 15 percent in 2009 and 2,5 percent in 2010. In 2011 the turnover of the shop fitting industry increased with 5 percent, mainly because of the increase in the first two quarters of 2011. About 30 percent of the companies do not make a profit because prices in the industry are still under a lot of pressure.

Despite the increased total turnover we don't expect a further improvement in the shop fitting industry. The main reasons for this are:

- Building activity will decrease in 2012
  - Entrepreneurs do not have enough confidence in future economic growth to invest.
  - Falling prices of commercial real estate as a consequence of huge oversupply
  - Low consumer confidence
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### **Review of the economic situation in Holland.**

#### **The retailmarket**

There are a lot of projects in the market but the price is bad and many shopfitters are suffering and the fight is still tough.

There is a growing structural problem with the uninhabited shops in Holland.

The empty stand of shops was growing in 2011 more than 6% and the prognosis for 2012 will be rise again.

Reasons are the expenditure of the consumer decrease.

The government takes economy measures of 15 -20 billion (MIA Euro) for the next two years. 2012 will be the year to prove Holland sink away or find the solution to grow.

We are faced with the on line sales activities such as use of social networks to share information and the sales orientation by the internet.

After testing in the shops the consumer take the sales decision and buy on line.

The new vision of shops has to be more an experience to get the feeling of something new, even when the customers know the product.

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