

SIPPO presents



January 14 - 20, 2008

Furniture

from Ghana, Indonesia, Macedonia, Serbia and South Africa

Hall 4.2 / O 19



sippo 

swiss import
promotion programme

Osec
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Patronage:
SECO, State Secretariat for Economic Affairs, Berne

The Swiss import promotion program from emerging markets and markets in transition was launched in 1982 and aims to help small and medium-sized enterprises (SME) to gain access to the Swiss and EU markets. Since January 2008 the programme is integrated into Osec.

SIPPO's activities focus on five main goals:

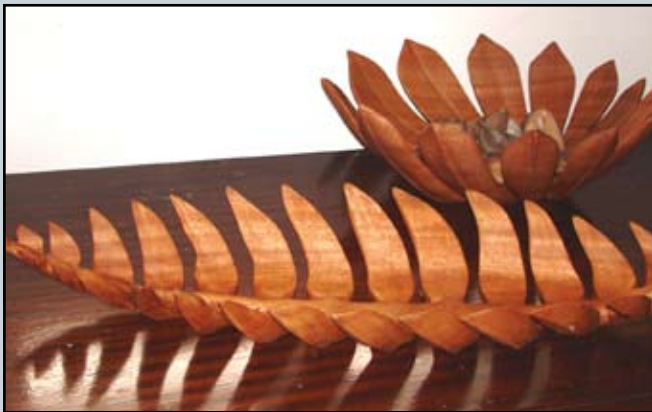
- Increase in the competitiveness of small and medium-sized enterprises in selected partner countries
- Development of manufacturing and exporting skills
- Inclusion of trade institutions and business branch associations in the trade promotion process
- Increase in qualified trade contacts between small and medium-sized enterprises from emerging markets and markets in transition and the Swiss and EU import economy
- Information for the Swiss and EU import economy on new market sources

Repeated participation at selected international trade fairs is a prerequisite for future success and a major milestone in our trade promotion process.



GHANA

Company: **EcoCraft – Samartex**
Address: P.O. Box 1
Samreboi, Ghana, West-Africa
Phone: +233 394 22 021
Fax: +233 394 20 984
E-Mail: info@ecocraft.org
Internet : www.ecocraft.org
Contact: Kurt Ditz, Managing Director
Julia Bauer, Product design & marketing
Personnel: 47
Production: Indoor & outdoor furniture, living accessories,
natural artifacts, kitchen utensils, objecs,
African handicrafts
Wood: African Walnut, Ekki, African Mahogany,
Niangon, Black Hyedua, Yaya, Apa, Makore,
Cedrela, Denya, Wonton and Iroko
Customers: Furniture and gift shops, retailers, garden
centers, hotels etc.
Exports: Germany, Greece, Italy, Spain, UK, Switzer-
land, Turkey, Korea, USA



MACEDONIA

Company: **ZONAIMPEX D.O.O. Skopje**
Address: Vizbegovo ul.8 br.12, 1000 Skopje,
Macedonia
Phone: +389 2 2601 800 / +389 2 2601 801
Fax: +389 2 2653 377
E-Mail: zonaimpx@mt.net.mk
Internet: www.zonaimpeks.com.mk
Contact: Ilce Istocki, Dejan Sekulovski
Personnel: 40
Production: Production of upholstered furniture
Customers: Wholesalers, traders
Exports: Albania, Belgium, Bosnia & Herzegovina,
Bulgaria, Croatia, France, Greece,
Montenegro



INDONESIA

Company: **Prima Putra Bengawan**
Address: Jl. KL Mangunsarkoro 121
Solo 57138, Central Java
Indonesia
Phone: +62 271 71 89 27
Fax: +62 271 73 55 86
E-Mail: sales@primaputra.com
Internet: www.primaputra.com
Contact: Susana Setyarini
Personnel: 50
Production: Furniture made from reclaimed wood salvaged from old buildings, railroads, barns and bridges throughout Indonesia. Our ecological concern led us to look at a way to provide elegant wooden furniture without the need of cutting down trees.
Customers: Retail stores, resorts, privat residences, hotels & restaurants, mail order companies
Exports: Germany, USA, Maldives and some Asean countries

INDONESIA

Company: **Karya Wahana Sentosa** / KWaS
Address: Street Imogiri Barat Km 17
Bungas, Jetis, Bantul, Yogyakarta
Indonesia
Phone: +62 274 749 46 45
Fax: +62 274 55 66 45
E-Mail: indesign@indosat.net.id
Contact: Robertus Agung Prasetya
Personnel: 60
Production: Furniture and craft
Wood: Plantation Acaccia and plantation Bamboo
Customers: Wholesalers and retailers
Exports: France



Winners of The SENADA Sustainable Home Furnishing Design Competition

SENADA
USAID- financed competitiveness project
BRI II building, 8th Fl, Suite 805
Jl. Jend. Sudirman No 44-46
Jakarta 10210
INDONESIA
www.senada.or.id

SERBIA

Company: **SR «Kvadra»**
Address: Focanska 80, 11300 Smederevo, Serbia
Phone: +381 26 614 065
Fax: +381 26 614 065
E-Mail: kvadra@sezampro.yu
Internet: www.kvadra.co.yu
Contact: Srdjan Peric, owner
Personnel: 10
Production: Upholstered and solid wood furniture,
use of new leather techniques
Customers: Hotels, restaurants, café-bars, retailers, etc.
Exports: Croatia, Montenegro, BiH, Switzerland,
Germany



SERBIA

Company: **Atlas doo**
Address: Krcunova 27
31000 Uzice, Serbien
Phone/Fax: +381 31 533 555
E-Mail: atlas@atlasuzice.com
Internet: www.atlasuzice.com
Contact: Zivorad Jovic, General Manager
Zorica Polic, Production
Personnel: 70
Production: Upholstered furniture of leather or fabric for
homes and offices
Customers: Wholesalers, retailers.
Exports: France, Great Britain



SOUTH AFRICA

Company: **Petersen's (Pty) Ltd.**
Address: Unit I Berkley Square, Reyger Road
N'Dabeni 7405, Cape Town
South Africa
Phone: +27 21 510 72 32, +27 21 510 72 39
Fax: +27 21 510 39 25
E-Mail: export@petersens.co.za
Internet : www.petersens.co.za
Contact: Gary Edgar Petersen, Managing Director
Personnel: 14
Production: Design and manufacture of freestanding
contemporary garden furniture in timber and
stainless steel.
Customers: Retailers of garden furniture and the contract
market (procurement companies for hotels,
restaurants and spa's)
Exports: Switzerland, Saudi Arabia, Germany
Certificate: ISO 9001: 2000



The promotion and support of sustainable forest production and certification of raw materials are an important criteria for the admission in the SIPPO wood program.