

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :404-MILAN

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:WOOD AND WOOD PRODUCTS

UPDATE FIVE YR "STRATEGIC MARKETING APPROACH" SUBMITTED - 87
UPDATE AND AGREEMENTS ON ACTION PLAN/OBJECTIVES

ELABORATION & DEF'N OF INFORMAL SELLER/BUYER ADVISORY COMM.
MORE COORDINATED MARKETING APPROACH

HOLD TWO/THREE CONFERENCES/WORKSHOPS IN MAJOR CITIES
DISSEMINATION OF TECHNICAL INFO AND INCREASED AWARENESS OF

I.D. NEW/RENEW PERSONAL CONTACTS AMONG MAJOR LUMBER DISTRIB.
ESTABLISH NEW DISTRIBUTORSHIPS AND EXPAND SALES OF LUMBER &

INVESTIGATE ITALIAN IMPORT MARKET - CDN SUPPLY CAPABILITIES
I.D. 2/3 SPECIFIC NICHES AND CDN SUPPLIERS FOR PAPER

OUR SUPPLY POTENTIAL

PLYWOOD

PRODUCTS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 a) Support and assist organizing a construction lumber mission to Italy.
- b) Forest products Eqpt/Services reports outlining potential tech acquisitions for Cda.
- c) Visit Triveneto and SAIE 2 trade fairs.

- QUARTER: 2 - Initiated calls and,generally, intelligence gathering exercise on woodworking machinery sector
- Also initiated information gathering on advanced building materials sector

- QUARTER: 3 . Organize inst.participation at SAIE Building Show,assist enquirers & Cdn coys present.
- . Organize Eastern softwood sales mission to Italy.
- . Attend Marketplace

- QUARTER: 4 All round assistance was provided to outgoing missions for BC Secondary Wood Products and Waferboard/OSB.

- a) Prom.local lumber trade & Cdn sources.Favourable support for Mission in Nov-Dec 89.
- c) Data collection effected on woodwork in m/cs and advanced Mtl. reports to be released on time
- c) Made 20 new contacts.Reports on show released

- Now in a position to initiate drafting of sectoral report focussing on industrial coop. opportunities
- First step done on preparation of sectoral report

- . Over 5000 Eur.professionals visited stand; 500 enquiries handled;lots of literature distributed
- . Unfavourable market conditions forced cancellation
- . Roughly 20-25 worthwhile inquiries handled.

- Cdn coys were able to establish very useful contacts with local agents/importers. Several additional visits/meetings were held with local lumber trade firms and 2 major shows were attended,resulting in valuable new business.