

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 :520-TOKYO

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:WOOD AND WOOD PRODUCTS

CONT. EFFORTS TO INFLUENCE REVISION OF BLDG CODES
EXPANDED USE OF DIMENSION LUMBER

CONT. RESEARCH OF MARKET FOR BUILDING MATERIALS
AWARENESS OF THE MARKET FOR CDN PRODUCTS

"CANADIAN VILLAGE" IN KOBE
SECURING AGENTS/DISTRIBUTORS FOR UP TO 15 CANADIAN COMPANIES

TOKYO INTL GOOD LIVING TRADE SHOW, APRIL 28-MAY 3, 1989
INCREASED PENETRATION OF CDN MANUFACTURED WOOD AND BUILDING

HOUSING KIT MISSION TO JAPAN OCTOBER '89.
INTRODUCE CDN MANUFACTURERS TO MARKET REQUIREMENTS AND

MATERIAL PRODUCTS IN JAPAN.

POTENTIAL EXPORT SALES OPPORTUNITIES.

SUB-SECTOR:PULP AND PAPER PRODUCTS

SURVEY-PULP & PAPER CO. OVERSEAS INVESTMENT/EXPANSION PLANS
I.D. OF INVESTMENT OPPORTUNITIES FOR CANADA

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - Home Builders Mission to Canada
- R-2000 Mission to Canada
- Canadian Exhibit at Good Living Show
- Canada Jaapn Housing Committee

QUARTER: 2 1. Vancouver Village in Kobe - Opening

QUARTER: 3 1.Wood products mini-show at chancery
2.Housing Kit Mission

QUARTER: 4

H.B. and R-2000 missions to Canada completed;
Canadian exhibit a success at the Good Living
Show; The Canada Japan Housing Committee met.

1. Opening attracted wide press coverage both
regional and national. Houses were put up
for sale and over 100 offers of purchase per
house were received.

1.Direct mailing brought in 175 visitors to see
8 cos with new products for this market. 2.Four
housing kit cos participated in extensive brief-
ings by Gov't officials and met with importers
in roundtable setting. Exposure to 150 Jpse cos.

-ENEX'90:R2000 display;4 weeks in 4 locations
-MAHB show,Atlanta:Interpreting,Mkt.intelligence
-Yamaguchi Cdn Village:Housing materials & serv-
ice related cultural & commercial fair.
-Saskatchewan mission: Housing components