

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 327-RABAT

009-FOREST PRODUCTS, EQUIP. SERVICES
MOROCCO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

A PRELIMINARY STUDY OF THE MOROCCAN MARKET FOR CDN SOFTWOOD LUMBER HAS BEEN PREPARED FOR THE BPIB.

PROVOKE A VISIT TO MOROCCO BY THE BPIB REPRESENTATIVE WHO COULD DRAW A MARKETING STRATEGY.

UNDERTAKE JOINT MARKET STUDIES AND MARKETING INITIATIVES WITH THE CONSULTANT SELECTED BY CIDA TO ACT AS INTERMEDIARY BETWEEN MOROCCAN IMPORTERS AND CANADIAN EXPORTERS OF SEMI-FINISHED PRODUCTS.

INTRODUCE NEW EXPORTERS TO THIS MARKET USING THE \$5M CIDA LINE OF CREDIT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 UNDERTAKE JOINT MARKET STUDIES AND MARKETING INITIATIVES WITH THE CONSULTANT SELECTED BY CIDA TO ACT AS PURCHASING AGENT FOR THE NEW \$5M CIDA LINE OF CREDIT FOR SEMI-FINISHED PRODUCTS.

CIDA LOAN AGREEMENT WAS SIGNED ONLY INMAY AND CONSULTANT WAS SELECTED IN JUNE. WE HAVE DONE ONLY GROUND WORK: ASSESSMENT OF MARKET POTENTIAL & LISTS OF MAIN EXPORTERS. O. C. P. REQUESTED QUOTATION FOR CDN WOOD.

QUARTER: 2 INTRODUIRE AUPRES DES IMPORTATEURS LOCAUX LE CONSULTANT SELECTIONNE PAR L'ACDI POUR LANCER LE PROJET DE LIGNE DE CREDIT POUR PRODUITS DE BASE.

PLUSIEURS INTRODUCTIONS ONT ETE FAITES DS CE CADRE & 2 VENTES SE SONT MATERIALISEES. DEUX SOCIETES CDNES ONT PU SE PLACER SUR LA LISTE COURTE D'EVENTUELS FOURNISSEURS DE BOIS DE MINE A L'OCP, UNE PREMIERE.

QUARTER: 3 ASSIST THE CIDA OFFICER & THE CIDA CONSULTANT IN PROMOTING THE USE OF THE CIDA LINE OF CREDIT FOR SEMI-FINISHED PRODUCTS.

WE WERE ABLE TO RAISE INTEREST OF LARGE PRIVATE SECTOR GROUP IN THIS LINE OF CREDIT. WE HAVE BEEN ABLE TO SHAKE UP TO MONOPOLY OF SCANDINAVIAN COUNTRIES. MAJOR SALES ARE UNDER NEGOTIATIONS.

QUARTER: 4 ASSIST THE CIDA OFFICER IN PROMOTING THE USE OF THE CIDA LINE OF CREDIT FOR SEMI-FINISHED PRODUCTS.

THE LINE OF CREDIT WORKS VERY WELL AND WE BEGIN TO DISPLACE TRADITIONAL SCANDINAVIAN SUPPLIERS.