REPORT 4 88/10/21

## GUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 88 FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 637-SAO PAULO

009-FOREST PRODUCTS, EQUIP, SERVICES BRAZIL

## PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

## ALL SUB-SECTORS

CONTINUE TO SUPPORT EFFORTS BY H. A. SIMONS VIA THEIR JOINT-VENTURE WITH NATRON IN BRAZIL

PROVIDE CONTINUED ASSISTANCE TO VALMET-SENTROL IN THEIR MARKETING EFFORTS: ASSIST THEM IN PROTECTING THEIR MARKET SHARE FROM USA COMPETITION FROM WITHIN BRAZIL

ASSIST OTHER CANADIAN EXPORTERS ON ONGOING BASIS, E. G. UNIVERSAL PAPER, CARBORUNDUM IN THEIR MARKETING EFFORTS.

UPDATE REPORT ON MAJOR PULP AND PAPER PROJECTS WHICH WERE POSTPO-NED DUE TO ECONOMIC CONDITIONS IN 1987.

INTENSIFY CONTACTS ON REGULAR BASIS WITH SENIOR OFFICIALS OF BRAZILIAN PULP AND PAPER COMPANIES AND IDENTIFICATION OF SPECIFIC OPPORTUNITIES FOR MAJOR PROJECTS.

SEEK TO DEVELOP TECHNICAL COOPERATION BETWEEN CANADIAN AND BRAZI-LIAN FORESTRY AGENCIES (E. G. CFS, IBDF) AT ACADEMIC & COMMERCIAL LEVELS.

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TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

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INCREASED EXPOSURE TO BRAZILIAN COYS; REALIZA-TION OF SMALL (INITIALLY) CONTRACTS FOR CON-SULTING/ENGINEERING SERVICES.

ACHIEVE 3/4 ADDITIONAL CONTRACTS (\$2 TO 3 MILLION) NEXT YEAR.

ANTICIPATED RESULTS:

INCREMENTAL SALES NEXT YERA OF \$ 4/5 MILLION.

PROVIDE POTENTIAL EXPORTERS WITH INFO SUFFI-CIENT TO DETERMINE WHETHER THEY SHOULD PURSUE INVOLVEMENT ON THESE PROJECTS.

INFORM CANADIAN INDUSTRY IN TIMELY FASHION WHICH WOULD LEAD TO TENDERS RELATIVE TO 2/3 PROJECTS.

MORE TECHNICAL COOPERATION ACTIVITIES (E.G. RECIPROCAL VISITS); MEDIUM TERM SALES OF FIRE-FIGHTING EQUIPMENT.

## QUARTERLY RESULTS REPORTED:

CANADIM BIDS ON THO OR THREE PROJECTS.

HAS ILLAN MARKET

NUMBER ATOTS

DENTIFY OPECIFIC DESIGNATION PRODUCED