

POST : 404-MILAN

009-FOREST PRODUCTS, EQUIP, SERVICES  
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

COMPLETE FOREST PRODUCTS STRATEGY COORDINATING ACTIVITY OF COFI  
(COUNCIL OF FOREST INDUSTRIES FOR B.C.) AND BP IB (QUEBEC LUMBER  
MANUFACTURERS)

MILAN NOW HAS RESPONSIBILITY FOR ALL OF ITALY. DEVELOP NEW  
CONTACTS IN SOUTH.

TRADE LIAISON VISIT TO ALL MAJOR BUYERS THROUGHOUT ITALY

COORDINATED MARKETING APPROACH TO AVOID CDN  
ENTITIES COMPETING WITH EACH OTHER.

ESTABLISH FOUR NEW MAJOR DISTRIBUTORS IN  
SOUTH.

EXPANDED SALES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RESPOND TO EXTENSIVE INQUIRIES FROM ITALIAN LUM-  
BER TRADE. PLAN ALL LOGISTICS RELATED TO ONTARIO  
LUMBER MFRS. MISSION (COMPOSED OF 10 COMPANIES,  
ONE ASSOCIATION AND 1 GOVT. REP.) OR VISITS TO  
MILAN & NAPLES.

10 NEW EXPORT AGREEMENTS EXPEDITED BY MILAN OFF-  
ICE, TWO NEW MAJOR BUYING CONNECTIONS ESTABLISHED  
OVER 75 ONE-ON-ONE MEETINGS TOOK PLACE BETWEEN  
ONT COS. & ITALIAN COS. FROM ALL OVER ITALY THAT  
TOOK TIME TO VISIT MISSION MEMBERS IN EITHER MI-

QUARTER: 2 GIVE DIRECT SUPPORT & MKTG ASSIST. TO CDN  
FORESTRY PRODS FIRMS WISHING TO RE-ENTER ITLN  
MKT BECAUSE OF EMERGING CDN PRICE COMPETITIVITY.  
OUR PRIMARY OBJECTIVE WAS TO ENCOURAGE CDN FIRMS  
TO RE-ENTER THIS MKT TO REGAIN CDA'S DOMINANT

THE SECOND QUARTER (JULY, AUG., SEPT) IS THE  
QUIETEST BUSINESS PERIOD OF THE YEAR. \$2,180,000  
WORTH OF SALES WERE AS A DIRECT RESULT OF OUR  
COMMERCIAL OFFICERS ACTIVITY.

QUARTER: 3 ORGANIZED WOOD IN CONSTRUCTION SEMINAR. ASCERTAIN  
CURRENT COMPETITIVE STATUS OF CDN FOREST PRODS  
IN ITALY IN LIGHT OF \$ FLUCTUATION & EXPLOIT THE  
SITUATION. UNDERTAKE MARKETING VISIT TO SOUTHERN  
ITALY. VISIT BATIMAT F. TO EXPAND & RENEW CONTACTS

SENSITIZED ITAL. ARCHITECTS & TOWN PLANNERS RE  
CDN BUILDING MATERIALS & PRACTICES. CDN FOREST  
PRODUCTS ARE INCREASINGLY COMPETITIVE. CDN SUP-  
PLIERS ALERTED TO OPPORTUNITIES (8 NEW BUYING  
CONNECTIONS & 4 NEW AGENCY AGREEMENTS). TRAVEL

QUARTER: 4 POST HAS BEEN AGGRESSIVELY PURSUING SALES  
OPPORTUNITIES FOR CDN INDUSTRY BY RENEWING OLD  
CONTACTS ACTIVE DURING OUR RECORD YEARS OF SALES  
(E. G. 1978-81). STRONG SUPPORT HAS BEEN GIVEN TO  
THE QUEBEC BUREAU DE PROMOTION DES INDUSTRIES/

APPROX \$ 7.15 MILLION WORTH OF SALES ARE NOW  
CONTRACTED OUT THROUGH THE END OF JUNE. OF THIS  
TOTAL APPROX \$ 4 MILLION WERE IN SALES OF HARD-  
WOOD. WE ANTICIPATE FY 88-89 WILL MATCH OUR  
RECORD SALES IN THE LATE 70'S. NINE NEW BUYING/