

REPT4D
90/06/26

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

73

POST :527-OSAKA

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:WOOD AND WOOD PRODUCTS

KOBE CITY - CANADA VILLAGE PROJECT
ORGANIZE PROMOTION ASSOCIATED WITH COMPLETION OF PROJECT

PREFABRICATED HOUSE BUILDERS - WOOD COMPONENT STUDY
IDENTIFICATION AND DISSEMINATION OF SIZES REQUIRED BY PREFAB

BUILDERS

SURVEY OF BUILDING INTENTIONS BY LOCAL PUBLISH HOUSING CORP.
PHAZE I TO IDENTIFY HOUSING CORPS.WHICH COULD ADOPT 2X4 AS

CONSTRUCTION SYSTEM

CANADA MINI-HOME SHOW (INCOMING MISSION)
LOCATE AGENTS,DIRECT SALES FOR CDN EXPORTERS OF FINISHED AND

SEMI-PROCESSED WOOD PRODUCTS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. Solo Mini-Wood Living Show at Congen
B. Vanc Village/Imported Housing Project; video finished, plan seminars in fall/other events
C. Lumber Journal Mission to Canada; 4 local coys accompanied by comm officer

A. Six Cdn participants, 165 attendees, on-site sales, new buying connections established
B. Jpn 2X4 Assoc. will donate \$10,000 to project
C. Export sales and new buying connections expected. Follow-up continuing

QUARTER: 2 -----

QUARTER: 3 1. 2X4 Wood Products Promo Video: Distribution
2. Solo Wood Products Show at Congen: Execution
3. 2X4 Seminars; Osaka and Kyoto: Plan & Execute
4. Pre-Fab Housing Kit Mission: Plan and Execute Four Canadian Company Participants

1. Video: 100 used, 350 ordered/received for '90
2. Show: 185 attendees, on-site orders, agencies
3. Over 132 attendees, new contacts, enquiries
4. Congen Presentations - 68 attendees, follow up continuing for mission members, orders

QUARTER: 4 1. Kansai Building Products Mission to Canada
2. Kobe International Home Fair - 01-04 June 90
3. 2x4 Technical Video Distribution Strategy
4. 2x4 Technical Video Promotion

1. Eight local participants recruited
2. Fourteen Canadian companies recruited
3. Distribution Agreement signed with ABC Media
4. Media Promotion Planned for early May