

POST : 437-LONDON

- 009-FOREST PRODUCTS, EQUIP, SERVICES
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

PREPARE A MARKET PROFILE OF SUB SECTOR.

STRATEGIC ANALYSIS OF SECTOR & IDENTIFICATION OF TRADE POLICY/TRADE PROMOTION NEEDS AND OPPORTUNITIES.

FOLLOW UP ON EXPERIENCE OF LIFESTYLE PROJECT.

REPORT ON ROLE OF QUALITY CONTROL & ENERGY CONSERVATION IN THE TIMBER FRAME HOUSING MARKET.

ANALYSIS OF CONSTRUCTION GRADE SHEATHING MARKET - OPPORTUNITIES AND COMMERCIAL RESTRAINTS TO USE OF SOFTWOOD PLYWOOD.

MAINTAIN AND INCREASE MARKET SHARE IN INDUSTRIAL HOUSING AND COMMERCIAL MARKET.

IN CO-OPERATION WITH COUNCIL OF FOREST INDUSTRIES OF B.C. SURVEY OF WINDOW AND DOOR JOINERY MARKET.

PROVIDE DEFINITIVE ADVICE ON MARKET OPPORTUNITIES AND POSSIBLE CLIENTS FOR CANADIAN MANUFACTURERS.

ANALYSIS OF UK WOOD FURNITURE AND USE OF HARDWOOD IN SOLID WOOD AND UPHOLSTERED FURNITURE.

ESTABLISH PARAMETERS FOR CANADIAN HARDWOOD DIMENSION PRODUCERS IN EFFORT TO PENETRATE UK

PULP AND PAPER PRODUCTS

PREPARE A MARKET PROFILE OF SUB-SECTOR.

STRATEGIC ANALYSIS OF SECTOR & IDENTIFICATION OF TRADE POLICY/TRADE PROMOTION NEEDS AND OPPORTUNITIES.

CONTINUE CONTACT WITH UK NEWSPAPER EDITORS WHO HAVE BEEN STRONG SUPPORTERS OF CANADIAN PAPER SOURCES.

MAINTAIN POSITIVE UK HOBBY FOR CANADIAN INDUSTRY.

ANALYSIS OF "FREE SHEET" UTILIZATION OF NEWSPRINT TONNAGE TO ESTIMATE FORECAST FUTURE GROWTH PATTERN.

POSSIBLE CONSIDERATION OF APPROACH TO EEC, IF STUDY RESULTS WARRANT, TO MODIFY USE OF QUOTA NEWSPRINT FOR FREE SHEETS.

MEETING WITH SENIOR LEVEL OFFICIALS OF CANADIAN LONDON-BASED COMPANIES TO EXPLORE POSSIBLE APPROACHES TO UK GOVERNMENT AND ULTIMATELY, EEC, RE DUTY FREE NEWSPRINT QUOTA.

CONCERTED APPROACH TO UK GOVERNMENT ON VOLUME OF DUTY FREE NEWSPRINT QUOTA WHICH COULD COME UP FOR REVIEW IN BRUSSELS.