

6.3	Marketing and Product Promotion	41
6.3.1	General Requirements	41
6.3.2	Basic Rules	41
6.3.3	Trial Shipments	41
6.3.4	Quick Response	41
6.3.5	Local Representation	41
6.3.6	Trade Fairs	41
6.3.7	Product Promotion	42
6.3.8	Getting Started	42
6.4	Approaching the Market	42
7.	CONCLUSIONS	43
7.1	The Opportunity	43
7.1.1	Trend to Higher-Valued Products	43
7.1.2	Canadian Suppliers Can Compete	43
7.1.3	The Market Is Accessible	43
7.2	Realizing the Opportunity	43
7.2.1	Improving Offerings	43
7.2.2	Offering Required Grading and Sizing	44
7.2.3	Creating Customer Loyalty	44
7.3	Determining European Market Feasibility	44
7.3.1	Assessing Production and Marketing Changes	44
7.3.2	Assessing the Potential Payoff	48
7.4	Market Development	48
7.5	Additional Measures	48
APPENDIX I:	Selected Contacts in European Timber Trade	51