

REPT4D
90/01/23

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

POST :341-CAIRO

009-FOREST PRODUCTS,EQUIP,SERVICES
ARAB REPUBLIC OF EGYPT

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

ON GOING INTRO OF LUMBER,NEWSPRINT EXPORTERS TO IMPORTERS
EXPAND CDN SALES TO \$40M

ENCOURAGE CDN TO EXPAND VOL LUMB & PAPER NEWSPRINT SALES
EXPAND SALES & CONSOLIDATE CDN HOLD ON LONG TERM MKT AS

IMPORTERS. SHIFT TO INCREASE BUS THROUGH REEXPORTING 10% PUR

ENCOURAGE LUMB PRODUCERS TO EXPAND INTO METRIC SPECS
EXPAND SALES INTO METRIC HALF OF MKT NOT EXPLOITED BY CDA

REINTRODUCE CDN FINE PAPER PRODUCTS
ESTABLISH A NEW COMMODITY MKT

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Continue to coordinate follow-up between lumber
importers & Cdn suppliers to assure continuity
of Cdn exports to that market. - Follow-up the
idea of Egyptians purchasing lumber mission to
Cda in order to inspect/buy redwood subst.lumber

Follow-up & mkt situation reports telexed to
BPIB & COFI resulted to sale of 10,000 CuM.
Better understanding of local mkt highlighted Egyp
tian magnitude which resulted to Chairman BPIB
visiting Egypt in July 89.

QUARTER: 2 Follow-up on lumber strategy report:(a)for esta-
blishment of new J/V coy to resaw Canadian
lumber.
(b)for lumber mission to Canada.
Spotted 2 tenders to supply pulp.

Coy established & Vice Chairman visiting Cda to
sign LTA for lumber supplies, resulted in sale
of 10,000 CuM. Mission proceeding to Canada
Oct.16 to 27/89.
Alerted Cdn coys who bid & sold 3,000 CuM.

QUARTER: 3 -----

QUARTER: 4 -----