

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 414-BRUSSELS

009-FOREST PRODUCTS, EQUIP, SERVICES
BELGIUM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

TIMBER FRAME CONSTRUCTION TECHNIQUE WILL CONTINUE TO BE AN
IMPORTANT SEGMENT OF OUR ACTIVITIES.

REVIEW CURRENT SYSTEM, CONSUMER TASTES AND REVIEW GROWTH IN DIV
TREND IN MARKET.

APPRISE CANADIAN INDUSTRY OF CURRENT STYLES, PATTERNS PRIVING.

INCREASED ACCEPTANCE BY BUILDERS, CONSUMERS,
INSURERS, BANKERS.

INTRODUCTION OF AT LEAST TWO NEW LINE OF HIGH
VALUE ADDED WOOD PRODUCTS.

BETTER TARGETTED MKG EFFORT BY CDN EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SOLID WOOD PANELLING CIRCULAR TO CDN COMPANIES
ON PROSPECTS. HARDWOOD FLOORING INTRODUCE PRODU-
CT TO BUILDERS.

QUARTER: 2 FOLLOW-UP WITH LOCAL CONTACTS.

QUARTER: 2 ACTIVITY EXPANDED TO PRE-ENGINEERED HOMES.

QUARTER: 3 DEVELOP TFC MODEL HOME FEATURING CDN DECORATING
PRODUCTS.

QUARTER: 3 DEVELOP PRESENTATION FOR MAJOR TRADE SHOW, F/U
ON JOINT VENTURE PARTNER.

QUARTER: 4 COOPERATE PRESENTATION TFC MODEL HOME FEATURING
CANADIAN DECORATING PRODUCTS AND CONSTRUCTION
PRODUCTS.

QUARTER: 4 PARTICIPATION BATIBOUW AND FOLLOW-UP.

INTRODUCED MANUFACTURERS FROM ALTA AND QUEBEC TO
LOCAL CONTACTS. NOVA SCOTIA (KENT HOMES) FOLLOW-
ING UP EXCELLENT PROJECT.

OFFERS STILL BEING STUDIED.

PROMOTION (MODEL HOMES) UNDER WAY. MAJOR
TRADE SHOW EXPOSURE PLANNED.

PRODUCTS TO BE DISPLAYED IN MODEL HOME TO TEST
CONSUMER REACTION & TO DEVELOP POTENTIAL REPS.

CDN PRESENTATION AT MAJOR FAIR NOW FINALIZED -
BELGIAN PROMOTER HAS DEVELOPED JOINT VENTURE
WITH CDN & BELGIUM PARTNER/MODEL HOME TO BE
BUILT.

MODEL HOMES TO BE OPENED MAY 4 - ALL PRODUCTS
BEING INSTALLED.
BELGIAN VISITORS TO BE INVITED FOR CANADA DAY -
MAY 16.

BATIBOUW SHOW SUCCESSFULLY COMPLETED. FULL
REPORT IN PROCESS. RE J. V. FIRST ORDERS (2 HOU-
SES) NOW IN PROCESS. MORE TO FOLLOW.