REPORT 4
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :601-BOSTON

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
ALL SUB-SECTORS	
ASSIST IN CONSTRUCTION PRODUCTS REVIEW, MAGAZINE PROMOTION OF CANADIAN PRODUCTS	DEVELOP ALTERNATIVE METHODS TO RAISE PROFILE OF CANADIAN COMPANIES
COMMISSION SURVEY OF NEW ENGLAND PRE-BUILT HOUSING MARKET	EXPAND SALES OF CANADIAN FIRMS BY $10M. IMPROVE THOROUGHNESS OF MARKET INFO.
PROMOTE PARTICIPATION OF NEW EXPORTERS TO BORDER STATES IN NEW ENGLAND MARKET.	-ESTABLISH 10 NEW CDN FIRMS IN MARKET -ASSIST 20 OTHER FIRMS
ASSESS PARTICIPATION IN AMERICA EAST AND THE BIG SHOW	DETERMINE MOST EFFICIENT LONG TERM METHOD OF INTRODUCING COMPANIES TO NEW ENGLAND MARKET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 -----	
QUARTER: 2 New Exporters to Border States Seminar on construction industry in New England.	30 companies representatives in construction sector attended the seminar in Burlington organized by Post.
QUARTER: 3 -----	
QUARTER: 4 A) Participation of 18 firms in America East B) Info Booth at Northeast Construction Expo C) Organized NEBS mission in Construction Sector	A)42 Cdn, firms exhibited at show 18 of which were in Cdn. pavillion. Hosted 12 NB Industrial Commissioners at show. B) Hosted 2 Cdn firms in booth. C) NS/NB NEBS with 9 firms in sector briefed. Followup continuing.