

REPT4D
90/06/26

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

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POST :531-WELLINGTON

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

UPDATE FORESTRY EQUIPMENT AGENTS DATABASE

QUEBEC MISSION, APR 1989
ESTABLISH AGENTS ETC. FOR PARTICIPANTS.

COMMONWEALTH FORESTRY CONFERENCE, SEPT 1989
CONSOLIDATING CDN PRESENCE IN FORESTRY INDUSTRY IN NEW

ZEALAND AND ELSEWHERE.

CEDAR PROMOTION IN ASSOCIATION WITH C.O.F.I., BC
EXPAND OUTLETS FOR CDN CEDAR, HEM/FIR IN NEW ZEALAND.

KIOSK ON LUMBER AT BUILDEX SHOW
EXPANDED RECOGNITION OF CANADIAN LUMBER.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Report to Canadian industry on state forest sale; Canadian display at Woodex 89; consolidated contact with industry associations.

Newsletter on NZ forest industry produced and sent widely to Canada industry; successful participation in Woodex 89; concept of Canadian Forestry Award developed and implemented with Forestry Industry Engineering Association.

QUARTER: 2 Forestry Newsletter was widely circulated to Canadian manufacturers of forestry eqpt and to Canadian forestry companies; Canada had lead role at Commonwealth Forestry Conference.

Canadian industry was kept informed of NZ sale of state-owned forest resources, potentially leading to an investment boom in this sector; Canadian image as forestry leader was re-inforced with all Commonwealth states.

QUARTER: 3 -----

QUARTER: 4 Organize and promote Canadian participation in Forest Industries 90 Fair, Rotorua

High impact on NZ forestry industry achieved with 10 companies on Canadian stand