

REPORT 4
88/10/21

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 : 532-MELBOURNE

009-FOREST PRODUCTS, EQUIP, SERVICES
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

TIMBER FRAME CONSTRUCTION STUDY GROUP NOVEMBER 1987 FOLLOW-UP

EASING OF BUILDING CODE RESTRICTIONS ON MULTI-STORY STRUCTURES. PROVIDING THE OPP. FOR CDN LUMBER INDUSTRY TO EXPAND SALES BY 15%.

VISIT BY CANADIAN TECHNICAL EXPERTS AS FOLLOW UP TO TIMBER FRAME GROUP.

CHANGES TO BUILDING CODES TO ALLOW MULTI-STORY WOOD CONSTRUCTION AND INCREASES CDN LUMBER SALES BY 15%.

TO MONITOR AND REPORT ON PROPOSED INITIATIVES TO MODERNIZE AND EXPAND AUSTRALIAN PULP & PAPER INDUSTRY.

IDENTIFICATION OF OPPORTUNITIES FOR CANADIAN FIRMS AND SALE OF \$40-80 MIL.

EQUIPMENT AND MACHINERY

VISITS TO MILLS AND FORESTRY OPERATIONS, PENETRATION OF SECTORAL STUDIES.

TO OBTAIN EARLY ADVICE ON PLANNED PROJECTS AND ALERT CANADIAN SUPPLIERS.

ATTEND MAJOR INDUSTRY CONFERENCES E.G. APPITA '88 IN HOBART, TASMANIA.

BROADEN CONTACT BASE, GATHER MARKET INTELLIGENCE.

FOLLOW UP VISIT OF EDC REPRESENTATIVES IN OCT. '87 ON MAJOR PROJECT FINANCING.

IMPROVE OPPORTUNITIES FOR CANADIAN EQUIPMENT IN FINANCE PACKAGE.

DEVELOP LIST OF MAJOR PROJECTS IN FORESTRY SECTOR.

ENHANCE CANADIAN SUPPLIERS POSITION.

INVESTIGATE PROSPECTS FOR NEW HIGH TECHNOLOGY PRODUCTS IN LOG HANDLING AND CONVERSION.

IDENTIFY NEW BUSINESS FOR CANADIAN EXPORTERS.

STUDY CURRENT LAND MANAGEMENT, SILVCULTURE PRACTICES.

DETERMINE NEW OPPORTUNITIES FOR CANADIAN SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INCOMING BUYERS MISSION

POST ARRANGED PULP & PAPER INDUSTRY VISITORS TOUR OF CDN MANUFACTURERS/SUPPLIERS. RESULTS INCLUDE IDENTIFICATION OF EQPT SALES POTENTIAL TO AUSTRALIA PLUS BETTER AWARENESS OF CDN EXPERTISE IN THIS SECTOR.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----