

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 : 437-LONDON

009-Forest Products, Equip, Services
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

PREPARE A MARKET PROFILE OF SUB SECTOR.

FOLLOW UP ON EXPERIENCE OF LIFESTYLE PROJECT.

ANALYSIS OF CONSTRUCTION GRADE SHEATHING MARKET - OPPORTUNITIES
AND COMMERCIAL RESTRAINTS TO USE OF SOFTWOOD PLYWOOD.

IN CO-OPERATION WITH COUNCIL OF FOREST INDUSTRIES OF B.C. SURVEY
OF WINDOW AND DOOR JOINERY MARKET.

ANALYSIS OF UK WOOD FURNITURE AND USE OF HARDWOOD IN SOLID WOOD
AND UPHOLSTERED FURNITURE.

PULP AND PAPER PRODUCTS

PREPARE A MARKET PROFILE OF SUB-SECTOR.

CONTINUE CONTACT WITH UK NEWSPAPER EDITORS WHO HAVE BEEN STRONG
SUPPORTERS OF CANADIAN PAPER SOURCES.

ANALYSIS OF "FREE SHEET" UTILIZATION OF NEWSPRINT TONNAGE TO
ESTIMATE FORECAST FUTURE GROWTH PATTERN.

MEETING WITH SENIOR LEVEL OFFICIALS OF CANADIAN LONDON-BASED COM-
PANIES TO EXPLORE POSSIBLE APPROACHES TO UK GOVERNMENT AND ULTIM-
ATELY, EEC, RE DUTY FREE NEWSPRINT QUOTA.

STRATEGIC ANALYSIS OF SECTOR & IDENTIFICATION
OF TRADE POLICY/TRADE PROMOTION NEEDS AND
OPPORTUNITIES.

REPORT ON ROLE OF QUALITY CONTROL & ENERGY
CONSERVATION IN THE TIMBER FRAME HOUSING
MARKET.

MAINTAIN AND INCREASE MARKET SHARE IN INDUS-
TRIAL HOUSING AND COMMERCIAL MARKET.

PROVIDE DEFINITIVE ADVICE ON MARKET OPPORTU-
NITIES AND POSSIBLE CLIENTS FOR CANADIAN
MANUFACTURERS.

ESTABLISH PARAMETERS FOR CANADIAN HARDWOOD
DIMENSION PRODUCERS IN EFFORT TO PENETRATE UK

STRATEGIC ANALYSIS OF SECTOR & IDENTIFICATION
OF TRADE POLICY/TRADE PROMOTION NEEDS AND
OPPORTUNITIES.

MAINTAIN POSITIVE UK HOBBY FOR CANADIAN
INDUSTRY.

POSSIBLE CONSIDERATION OF APPROACH TO EEC,
IF STUDY RESULTS WARRANT, TO MODIFY USE OF
QUOTA NEWSPRINT FOR FREE SHEETS.

CONCERTED APPROACH TO UK GOVERNMENT ON VOLUME
OF DUTY FREE NEWSPRINT QUOTA WHICH COULD COME
UP FOR REVIEW IN BRUSSELS.