

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

POST :414-BRUSSELS

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES  
BELGIUM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:WOOD AND WOOD PRODUCTS

REVIEW POSS. INTRO OF FURTHER MFG'D PROD: SOLID MD PANELING  
TO DETERMINE POSSIBILITY TO CHANGE CUSTOMER TASTES

CONT'D PROM VIA VIDEO/TECHNICAL LITERATURE OF TFC CONSTRUCT  
INCREASE MARKET/CONSUMER AWARENESS OF TFC AND RELATED BUIL-

CONT'D PROMOTION OF LESS WELL KNOWN CANADIAN SPECIES  
INCREASED AWARENESS AND DEMAND FOR CANADIAN PRODUCTS

IF FUNDING AVAIL, PURSUE RECOMMENDED DEMO HOUSING PROJECT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Grading mission COFI, BC - Press release for  
IB in Echo des Bois + Houthandel en Mijverheid  
COMPD mission - Follow-up Batibouw 89 - Prepara-  
tion Batibouw 90

Tres bonne perspectives de ventes pour la firme  
belge INTHOS qui represente plusieurs firmes  
canadiennes (est. 1.000.000,-\$)

QUARTER: 2 Etude de marché sur les bois de trituration  
(pulpwood)  
Préparation d'une mission de l'Est du Canada  
(BPIB) - bois durs et résineux

Implantation et accroissement des ventes des  
bois de l'Est du Canada

QUARTER: 3 a) BPIB mission (hard and softwood)  
b) Attendance BATIMAT, Paris  
c) Preparation of BATIBOUW 90  
d) Packaging board : world conference  
e) Visit of International Furniture Show

a) Increased sales on long term for Eastern  
Canadian lumber  
b) Introduction of Cdn cos. on Belgian market  
via Batibouw  
e) Seeking opportunities for Cdn companies

QUARTER: 4 1. Batibouw construction fair  
2. Lumber mission from Quebec  
3. Oriented Strandboard Mission

1. Expected sales (lumber, parket, construction  
material)  
2. idem  
3. Increase OSB/waferboard sales in Belgium.