

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 :527-OSAKA

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:WOOD AND WOOD PRODUCTS

KOBE CITY - CANADA VILLAGE PROJECT
ORGANIZE PROMOTION ASSOCIATED WITH COMPLETION OF PROJECT

PREFABRICATED HOUSE BUILDERS - WOOD COMPONENT STUDY
IDENTIFICATION AND DISSEMINATION OF SIZES REQUIRED BY PREFAB

BUILDERS

SURVEY OF BUILDING INTENTIONS BY LOCAL PUBLISH HOUSING CORP.
PHAZE I TO IDENTIFY HOUSING CORPS.WHICH COULD ADOPT 2X4 AS

CONSTRUCTION SYSTEM

CANADA MINI-HOME SHOW (INCOMING MISSION)
LOCATE AGENTS,DIRECT SALES FOR CDN EXPORTERS OF FINISHED AND

SEMI-PROCESSED WOOD PRODUCTS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1
- A. Solo Mini-Wood Living Show at Congen
 - B. Vanc Village/Imported Housing Project; video finished, plan seminars in fall/other events
 - C. Lumber Journal Mission to Canada; 4 local coys accompanied by comm officer

- A. Six Cdn participants, 165 attendees, on-site sales, new buying connections established
- B. Jpn 2X4 Assoc. will donate \$10,000 to project
- C. Export sales and new buying connections expected. Follow-up continuing

QUARTER: 2 -----

- QUARTER: 3
- 1. 2X4 Wood Products Promo Video: Distribution
 - 2. Solo Wood Products Show at Congen: Execution
 - 3. 2X4 Seminars; Osaka and Kyoto: Plan & Execute
 - 4. Pre-Fab Housing Kit Mission: Plan and Execute Four Canadian Company Participants

- 1. Video: 100 used, 350 ordered/received for '90
- 2. Show: 185 attendees, on-site orders, agencies
- 3. Over 132 attendees, new contacts, enquiries
- 4. Congen Presentations - 68 attendees, follow up continuing for mission members, orders

- QUARTER: 4
- 1. Kansai Building Products Mission to Canada
 - 2. Kobe International Home Fair - 01-04 June 90
 - 3. 2x4 Technical Video Distribution Strategy
 - 4. 2x4 Technical Video Promotion

- 1. Eight local participants recruited
- 2. Fourteen Canadian companies recruited
- 3. Distribution Agreement signed with ABC Media
- 4. Media Promotion Planned for early May