

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 : 414-BRUSSELS

009-FOREST PRODUCTS, EQUIP, SERVICES  
BELGIUM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

TIMBER FRAME CONSTRUCTION TECHNIQUE WILL CONTINUE TO BE AN IMPORTANT SEGMENT OF OUR ACTIVITIES.

INCREASED ACCEPTANCE BY BUILDERS, CONSUMERS, INSURERS, BANKERS.

REVIEW CURRENT SYSTEM, CONSUMER TASTES AND REVIEW GROWTH IN DIV TREND IN MARKET.

INTRODUCTION OF AT LEAST TWO NEW LINE OF HIGH VALUE ADDED WOOD PRODUCTS.

APPRISE CANADIAN INDUSTRY OF CURRENT STYLES, PATTERNS PRIVING.

BETTER TARGETTED MKG EFFORT BY CDN EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SOLID WOOD PANELLING CIRCULAR TO CDN COMPANIES ON PROSPECTS. HARDWOOD FLOORING INTRODUCE PRODUCT TO BUILDERS.

INTRODUCED MANUFACTURERS FROM ALTA AND QUEBEC TO LOCAL CONTACTS. NOVA SCOTIA (KENT HOMES) FOLLOWING UP EXCELLENT PROJECT.

QUARTER: 2 FOLLOW-UP WITH LOCAL CONTACTS.

OFFERS STILL BEING STUDIED.

QUARTER: 2 ACTIVITY EXPANDED TO PRE-ENGINEERED HOMES.

PROMOTION (MODEL HOMES) UNDER WAY. MAJOR TRADE SHOW EXPOSURE PLANNED.

QUARTER: 3 DEVELOP TFC MODEL HOME FEATURING CDN DECORATING PRODUCTS.

PRODUCTS TO BE DISPLAYED IN MODEL HOME TO TEST CONSUMER REACTION & TO DEVELOP POTENTIAL REPS.

QUARTER: 3 DEVELOP PRESENTATION FOR MAJOR TRADE SHOW, F/U ON JOINT VENTURE PARTNER.

CDN PRESENTATION AT MAJOR FAIR NOW FINALIZED - BELGIAN PROMOTER HAS DEVELOPED JOINT VENTURE WITH CDN & BELGIUM PARTNER/MODEL HOME TO BE BUILT.

QUARTER: 4 -----