

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 : 327-RABAT

009-FOREST PRODUCTS, EQUIP, SERVICES
MOROCCO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

A PRELIMINARY STUDY OF THE MOROCCAN MARKET FOR CDN SOFTWOOD LUMBER HAS BEEN PREPARED FOR THE BPIB.

PROVOKE A VISIT TO MOROCCO BY THE BPIB REPRESENTATIVE WHO COULD DRAW A MARKETING STRATEGY.

UNDERTAKE JOINT MARKET STUDIES AND MARKETING INITIATIVES WITH THE CONSULTANT SELECTED BY CIDA TO ACT AS INTERMEDIARY BETWEEN MOROCCAN IMPORTERS AND CANADIAN EXPORTERS OF SEMI-FINISHED PRODUCTS.

INTRODUCE NEW EXPORTERS TO THIS MARKET USING THE \$5M CIDA LINE OF CREDIT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 UNDERTAKE JOINT MARKET STUDIES AND MARKETING INITIATIVES WITH THE CONSULTANT SELECTED BY CIDA TO ACT AS PURCHASING AGENT FOR THE NEW \$5M CIDA LINE OF CREDIT FOR SEMI-FINISHED PRODUCTS.

CIDA LOAN AGREEMENT WAS SIGNED ONLY IN MAY AND CONSULTANT WAS SELECTED IN JUNE. WE HAVE DONE ONLY GROUND WORK: ASSESSMENT OF MARKET POTENTIAL & LISTS OF MAIN EXPORTERS. O. C. P. REQUESTED QUOTATION FOR CDN WOOD.

QUARTER: 2 INTRODUIRE AUPRES DES IMPORTATEURS LOCAUX LE CONSULTANT SELECTIONNE PAR L'ACDI POUR LANCER LE PROJET DE LIGNE DE CREDIT POUR PRODUITS DE BASE.

PLUSIEURS INTRODUCTIONS ONT ETE FAITES DS CE CADRE & 2 VENTES SE SONT MATERIALISEES. DEUX SOCIETES CDNES ONT PU SE PLACER SUR LA LISTE COURTE D'EVENTUELS FOURNISSEURS DE BOIS DE MINE A L'OCP, UNE PREMIERE.

QUARTER: 3 -----

QUARTER: 4 -----