REPORT 4 88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 88 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:

WOOD AND WOOD PRODUCTS

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

IN COOPERATION WITH COFI, SURVEY OF WINDOW AND DOOR JOINERY MAR-KET.

IN COOPERATION WITH TIMBER AND BRICK HOMES INFORMATION COUNCIL, MEET WITH SENIOR LEVEL OFFICIALS OF MEDIUM-SIZED ESTATE AGENCIES.

PULP AND PAPER PRODUCTS

CONTACT UK NEWSPAPER EDITORS & NEWSPRINT PURCHASING DIRECTORS PLUS OFFICIALS OF NEWSPAPER SOCIETY AND NEWSPAPER PUBLISHERS ASSOCIATION.

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -CONTACT UK NEWSPAPER EDITORS, PURCHASING DIR. & OFFICIALS OF NEWSPAPER SOCIETY & PUBLISHERS ASSOC'NS. -ASSESS MKT OPPORTUNITIES FOR HIGHER VALUE ADDED WOOD PRODUCTS IN UK E. G. FURNITURE.

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

ANTICIPATED RESULTS:

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

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

INCREASE KNOWLEDGE OF AND CONFIDENCE IN TIMBER FRAME CONSTRUCTION AND SUBSEQUENT INCREASE IN USE OF WOOD.

FORMATION OF STRONG ALLIANCE WITH UK AND USERS TO LOBBY UK AUTHORITIES FOR MORE FAVOURABLE ACCESS TO CDN NEWSPRINT.

UK GOVERNMENT SUBMISSION TO EC COMMISSION WHICH WILL BE FAVOURABLE TO CANADIAN INTER-

QUARTERLY RESULTS REPORTED:

-STRENGTHENED THE ALLIANCE BETWEEN CDA & UK USERS OF NEWSPRINT TO INCREASE ACCESS OF CON NEWSPRINT INTO UK & ADDRESS QUOTA ISSUE. -MARKET IDENTIFICA'N INITIATIVES FOR A NUMBER OF SECON-DARY WOOD PRODS & DISCUSSIONS FOR OPPS WITH CON