

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 : 402-ATHENS

009-FOREST PRODUCTS, EQUIP, SERVICES
GREECE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

ORGANIZE TIMBER FRAME HOUSING SYMPOSIUM

GET ARCHITECTS TO SPECIFY CANADIAN TIMBER
FRAME HOUSING DESIGNS AND MATERIAL \$100,000
PER ANNUM.

ESTABLISH PLYWOOD STOCKS IN PIRAEUS

ESTABLISH INITIAL SALES. \$100,000 PER ANNUM

INITIATE DISCUSSIONS WITH LEADING GREEK LUMBER/PLYWOOD IMPORTERS.

NEW BUYERS IDENTIFICATION START CANADIAN
LUMBER/PLYWOOD SALES @\$100,000 PER YEAR

DISTRIBUTION OF TIMBER FRAME CONSTRUCTION MANUAL TO ENGINEERS/
ARCHITECTS AND INSTITUTIONS. ALREADY STARTED.

GREATER AWARENESS OF CANADIAN TIMBER FRAME
HOUSING METHODS \$ 1 MILLION SALES IN NEXT 3
YEARS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROPOSED INCOMING LUMBER MISSION POSTPONED FOR
EARLY 1989 ACCORDING TO RECENT CORRESPONDENCE
WITH COFI, PART OF THE COST WILL BE COVERED BY
COFI & PART SELF-FUNDED BY PARTICIPANTS (RETURN
AIR FARE) & TO ORGANIZE IFC SEMINAR, ESTABLISH

ARE IN CONTINUOUS CONTACT WITH PRE OF LUMBER IM-
PORTERS ASSOC REGARDING INCOMING MISSION.
FOLLOWED UP FOR PLYWOOD SALES. ORGANIZED T.F.C.
SEMINAR.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

GREECE
017-010 P OVS EXPORTS/SERVICES