

REPORT 4
89/10/10

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 :601-BOSTON

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

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| ASSIST IN CONSTRUCTION PRODUCTS REVIEW, MAGAZINE PROMOTION OF CANADIAN PRODUCTS | DEVELOP ALTERNATIVE METHODS TO RAISE PROFILE OF CANADIAN COMPANIES |
| COMMISSION SURVEY OF NEW ENGLAND PRE-BUILT HOUSING MARKET | EXPAND SALES OF CANADIAN FIRMS BY \$10M.
IMPROVE THOROUGHNESS OF MARKET INFO. |
| PROMOTE PARTICIPATION OF NEW EXPORTERS TO BORDER STATES IN NEW ENGLAND MARKET. | -ESTABLISH 10 NEW CDN FIRMS IN MARKET
-ASSIST 20 OTHER FIRMS |
| ASSESS PARTICIPATION IN AMERICA EAST AND THE BIG SHOW | DETERMINE MOST EFFICIENT LONG TERM METHOD OF INTRODUCING COMPANIES TO NEW ENGLAND MARKET |

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

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| QUARTER: 1 ----- | |
| QUARTER: 2 New Exporters to Border States Seminar on construction industry in New England. | 30 companies representatives in construction sector attended the seminar in Burlington organized by Post. |
| QUARTER: 3 ----- | |
| QUARTER: 4 A) Participation of 18 firms in America East
B) Info Booth at Northeast Construction Expo
C) Organized NEBS mission in Construction Sector | A)42 Cdn, firms exhibited at show 18 of which were in Cdn. pavillion. Hosted 12 NB Industrial Commissioners at show. B) Hosted 2 Cdn firms in booth. C) NS/NB NEBS with 9 firms in sector briefed. Followup continuing. |