

Export and Investment Promotion Planning System

MISSION: 437 LONDON

COUNTRY: 051 UNITED KINGDOM

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PREPARE A MARKET PROFILE OF SUB SECTOR.

Results Expected: STRATEGIC ANALYSIS OF SECTOR & IDENTIFICATION OF TRADE POLICY/TRADE PROMOTION NEEDS AND OPPORTUNITIES.

Activity: FOLLOW UP ON EXPERIENCE OF LIFESTYLE PROJECT.

Results Expected: REPORT ON ROLE OF QUALITY CONTROL & ENERGY CONSERVATION IN THE TIMBER FRAME HOUSING MARKET.

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: ANALYSIS OF CONSTRUCTION GRADE SHEATHING MARKET - OPPORTUNITIES AND COMMERCIAL RESTRAINTS TO USE OF SOFTWOOD PLYWOOD.

Results Expected: MAINTAIN AND INCREASE MARKET SHARE IN INDUSTRIAL HOUSING AND COMMERCIAL MARKET.

Activity: IN CO-OPERATION WITH COUNCIL OF FOREST INDUSTRIES OF B. C. SURVEY OF WINDOW AND DOOR JOINERY MARKET.

Results Expected: PROVIDE DEFINITIVE ADVICE ON MARKET OPPORTUNITIES AND POSSIBLE CLIENTS FOR CANADIAN MANUFACTURERS.

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

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