

POST :611-SEATTLE

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN.

ANTICIPATED RESULTS:

SUPPORT CANADIAN PARTICIPATION IN WESTERN BUILDING MATERIALS
DEALERS ASSOCIATION SHOW.

SIX COMPANIES INCREASE THEIR PENETRATION IN
THE MARKET.

ENCOURAGE SUPPLIERS TO PARTICIPATE IN ONE OF TWO HOME SHOWS IN
THE SEATTLE-TACOMA AREA.

SIX COMPANIES TO ENHANCE OR ESTABLISH THEIR
MARKET POSITION.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 NONE AT THIS STAGE.

QUARTER: 3 SUPPORT CDN PARTICIPATION IN WESTERN BUILDING
MATERIALS DEALERS SHOW.

SIX CDN COMPANIES PARTICIPATED IN SHOW. BUSINESS
INFLUENCED WILL BE REPORTED IN 4TH QUARTER.

QUARTER: 4 SOLO BUILDING MATERIALS/HARDWARE SHOW IN LIEU OF
ENCOURAGING CANADIAN COMPANIES TO PARTICIPATE IN
LOCAL HOME SHOWS.

30 CANADIAN COMPANIES EXHIBITED AT SHOW AND
GENERATED PROJECTED SALES OF \$4 MILLION.