

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 404-MILAN

009-FOREST PRODUCTS, EQUIP, SERVICES
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

COMPLETE FOREST PRODUCTS STRATEGY COORDINATING ACTIVITY OF COFI
(COUNCIL OF FOREST INDUSTRIES FOR B.C.) AND BP IB (QUEBEC LUMBER
MANUFACTURERS)

MILAN NOW HAS RESPONSIBILITY FOR ALL OF ITALY. DEVELOP NEW
CONTACTS IN SOUTH.

TRADE LIAISON VISIT TO ALL MAJOR BUYERS THROUGHOUT ITALY

COORDINATED MARKETING APPROACH TO AVOID CDN
ENTITIES COMPETING WITH EACH OTHER.

ESTABLISH FOUR NEW MAJOR DISTRIBUTORS IN
SOUTH.

EXPANDED SALES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RESPOND TO EXTENSIVE INQUIRIES FROM ITALIAN LUM-
BER TRADE. PLAN ALL LOGISTICS RELATED TO ONTARIO
LUMBER MFTRS. MISSION (COMPOSED OF 10 COMPANIES,
ONE ASSOCIATION AND 1 GOVT. REP.) OR VISITS TO
MILAN & NAPLES.

10 NEW EXPORT AGREEMENTS EXPEDITED BY MILAN OFF-
ICE, TWO NEW MAJOR BUYING CONNECTIONS ESTABLISHED
OVER 75 ONE-ON-ONE MEETINGS TOOK PLACE BETWEEN
ONT COS. & ITALIAN COS. FROM ALL OVER ITALY THAT
TOOK TIME TO VISIT MISSION MEMBERS IN EITHER MI-

QUARTER: 2 GIVE DIRECT SUPPORT & MKTG ASSIST. TO CDN
FORESTRY PRODS FIRMS WISHING TO RE-ENTER ITLN
MKT BECAUSE OF EMERGING CDN PRICE COMPETITIVITY.
OUR PRIMARY OBJECTIVE WAS TO ENCOURAGE CDN FIRMS
TO RE-ENTER THIS MKT TO REGAIN CDA'S DOMINANT

THE SECOND QUARTER (JULY, AUG., SEPT) IS THE
QUIETEST BUSINESS PERIOD OF THE YEAR. \$2,180,000
WORTH OF SALES WERE AS A DIRECT RESULT OF OUR
COMMERCIAL OFFICERS ACTIVITY.

QUARTER: 3 ORGANIZED WOOD IN CONSTRUCTION SEMINAR. ASCERTAIN
CURRENT COMPETITIVE STATUS OF CDN FOREST PRODS
IN ITALY IN LIGHT OF \$ FLUCTUATION & EXPLOIT THE
SITUATION. UNDERTAKE MARKETING VISIT TO SOUTHERN
ITALY. VISIT BATIMAT F. TO EXPAND & RENEW CONTACTS

SENSITIZED ITAL. ARCHITECTS & TOWN PLANNERS RE
CDN BUILDING MATERIALS & PRACTICES. CDN FOREST
PRODUCTS ARE INCREASINGLY COMPETITIVE. CDN SUP-
PLIERS ALERTED TO OPPORTUNITIES (8 NEW BUYING
CONNECTIONS & 4 NEW AGENCY AGREEMENTS). TRAVEL

QUARTER: 4 -----