

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 : 415-HAGUE, THE

009-FOREST PRODUCTS, EQUIP, SERVICES
NETHERLANDS

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

PLACE STORIES & PHOTOS OF INNOVATIVE HOUSING PROJECTS WITH NETHS
ARCHITECTURE & BUILDERS MAGAZINES.

VISIT DO-IT-YOURSELF PRODUCTS IMPORTERS TO IDENTIFY POTENTIAL
MARKET NICHES AND PROVIDE THEM WITH BROCHURES OF PRODUCTS FROM
CANADA.

ANTICIPATED RESULTS:

RAISE PROFILE OF TIMBER FRAME CONSTRUCTION.
INCREASE NUMBER OF BUILDERS BELONGING TO
NETHS TFC ASSOCIATION.

INTRODUCE 3 OR 4 RELIABLE AGENTS OR IMPORTERS
TO CANADIAN FIRMS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -IN COOPERATION WITH BRUSSELS-BASED FOREST
PRODUCTS COUNSELLOR PROMOTE TIMBER FRAME HOUSING

QUARTER: 3 PLACE STORIES & PHOTOS OF INNOVATIVE HOUSING
PROJECTS WITH NETHERLANDS ARCHITECTURE &
BUILDERS' MAGAZINES TO FOCUS ATTENTION ON TFC.

QUARTER: 4 ENSURE CANADIAN INVOLVEMENT IN LOCAL TFC PROMO-
TIONAL PROJECT

QUARTERLY RESULTS REPORTED:

-PROPOSED TO DRIEOTT/IRPI THAT THEY FUND IN
PART R-2000 HOME AT TFC DEMONSTRATION PROJECT
IN NETHERLANDS.

DECIDED TO FOCUS ON IMPORTANT TFC PROMOTION (MAY
88) & ENSURE CDN PRODUCTS WERE REPRESENTED. RE-
SPONSE FROM CDA SO FAR IS ENCOURAGING.

LIAISED WITH CANADIAN SUPPLIERS OF BUILDING MA-
TERIALS (VIA G. BIRD/BRU) AND WITH LOCAL BUILDERS
& OTHERS INVOLVED. EXTENSIVE PREPARATORY WORK;
PROSPECTS FOR HIGH PROFILE PRESENCE LOOK GOOD.