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 : 437-LONDON

009-FOREST PRODUCTS, EQUIP, SERVICES UNITED KINGDOM

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

ANALYSIS OF UK WOOD FURNITURE AND USE OF HARDWOOD IN SOLID WOOD ESTABLISH PARAMETERS FOR CANADIAN HARDWOOD AND UPHOLSTERED FURNITURE.

IN COOPERATION WITH COFI, SURVEY OF WINDOW AND DOOR JOINERY MAR-KET.

IN COOPERATION WITH TIMBER AND BRICK HOMES INFORMATION COUNCIL, MEET WITH SENIOR LEVEL OFFICIALS OF MEDIUM-SIZED ESTATE AGENCIES. DIMENSION PRODUCERS IN EFFORT TO PENETRATE UK

PROVIDE DEFINITIVE ADVICE ON MARKET OPPORTU-NITIES AND POTENTIAL CLIENTS FOR CANADIAN MANUFACTURERS.

INCREASE KNOWLEDGE OF AND CONFIDENCE IN TIMBER FRAME CONSTRUCTION AND SUBSEQUENT INCREASE IN USE OF WOOD.

PULP AND PAPER PRODUCTS

CONTACT UK NEWSPAPER EDITORS & NEWSPRINT PURCHASING DIRECTORS PLUS OFFICIALS OF NEWSPAPER SOCIETY AND NEWSPAPER PUBLISHERS ASSOCIATION.

MEETING WITH SENIOR LEVEL OFFICIALS OF CANADIAN LONDON BASED COM-PANIES TO EXPLORE POSSIBLE APPROACHES TO UK GOVERNMENT AND EEC RE DUTY-FREE QUOTA ALLOCATION.

FORMATION OF STRONG ALLIANCE WITH UK AND USERS TO LOBBY UK AUTHORITIES FOR MORE FAVOURABLE ACCESS TO CDN NEWSPRINT.

UK GOVERNMENT SUBMISSION TO EC COMMISSION WHICH WILL BE FAVOURABLE TO CANADIAN INTER-

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -CONTACT UK NEWSPAPER EDITORS, PURCHASING DIR. & OFFICIALS OF NEWSPAPER SOCIETY & PUBLISHERS ASSOC'NS. -ASSESS MKT OPPORTUNITIES FOR HIGHER VALUE ADDED WOOD PRODUCTS IN UK E.G. FURNITURE.

QUARTER: 2 Review of market prospects. Timber Trade Federation Cdn shippers and exporters. Investigate opportunities for secondary wood products

QUARTER: 3 -assessment of newsprint quota implications and recommendations -monitoring of plant health issues -promotional activities for solid wood products QUARTERLY RESULTS REPORTED:

-STRENGTHENED THE ALLIANCE BETWEEN CDA & UK USERS OF NEWSPRINT TO INCREASE ACCESS OF CDN NEWSPRINT INTO UK & ADDRESS QUOTA ISSUE. - MARKET IDENTIFICA'N INITIATIVES FOR A NUMBER OF SECON-DARY WOOD PRODS & DISCUSSIONS FOR OPPS WITH CDN

Provided forecasts of lumber and plywood demand in UK and EEC in 1988 & 1989 to trade in Cda. Facilitated contact between UK agents/importers/ merchants and Canadian suppliers of secondary wood products

-meetings and conferences with Cdn and international players in pulp and paper trade re trade opportunities and issues and in promoting plywood and secondary wood products.