

REPT4D  
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :341-CAIRO

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES  
ARAB REPUBLIC OF EGYPT

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:WOOD AND WOOD PRODUCTS

ON GOING INTRO OF LUMBER,NEWSPRINT EXPORTERS TO IMPORTERS  
EXPAND CDN SALES TO \$40M

ENCOURAGE CDN TO EXPAND VOL LUMB & PAPER NEWSPRINT SALES  
EXPAND SALES & CONSOLIDATE CDN HOLD ON LONG TERM MKT AS

ENCOURAGE LUMB PRODUCERS TO EXPAND INTO METRIC SPECS  
EXPAND SALES INTO METRIC HALF OF MKT NOT EXPLOITED BY CDA

REINTRODUCE CDN FINE PAPER PRODUCTS  
ESTABLISH A NEW COMMODITY MKT

IMPORTERS. SHIFT TO INCREASE BUS THROUGH REEXPORTING 10% PUR

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Continue to coordinate follow-up between lumber importers & Cdn suppliers to assure continuity of Cdn exports to that market. - Follow-up the idea of Egyptians purchasing lumber mission to Cda in order to inspect/buy redwood subst.lumber

QUARTER: 2 Follow-up on lumber strategy report:(a)for establishment of new J/V coy to resaw Canadian lumber.  
(b)for lumber mission to Canada.  
Spotted 2 tenders to supply pulp.

QUARTER: 3 Guide FABAS lumber mission accross Cda and introduce new Cdn wood suppliers met during mission to Egyptian importers.

QUARTER: 4 1.Encourage Private import of redwood.  
2.Intensify promotion of spruce-pine-fir SPF sales.  
3.Assist newsprint exporters to recapture mkt share.

Follow-up & mkt situation reports telexed to BPIB & COFI resulted to sale of 10,000 CuM. Better understanding of local mkt highlighted Egyptian magnitude which resulted to Chairman BPIB visiting Egypt in July 89.

Coy established & Vice Chairman visiting Cda to sign LTA for lumber supplies, resulted in sale of 10,000 CuM. Mission proceeding to Canada Oct.16 to 27/89.  
Alerted Cdn coys who bid & sold 3,000 CuM.

FABAS inspected & accepted redwood substitutes from Cda;Cdns are negotiating 20,000 CuM of lumber;Private sector opened L/C for 47,000 CuM.

1.L/C opened for 10,000 CuM.  
2.L/C opened for 30,000 CuM.  
3.L/C opened for 5,000 tons newsprint.