

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 :402-ATHENS
009-FOREST PRODUCTS,EQUIP,SERVICES
GREECE

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
WOOD AND WOOD PRODUCTS		
	ORGANIZE TIMBER FRAME HOUSING SYMPOSIUM	GET ARCHITECTS TO SPECIFY CANADIAN TIMBER FRAME HOUSING DESIGNS AND MATERIAL \$100,000 PER ANNUM.
	ESTABLISH PLYWOOD STOCKS IN PIRAEUS	ESTABLISH INITIAL SALES.\$100,000 PER ANNUM
	INITIATE DISCUSSIONS WITH LEADING GREEK LUMBER/PLYWOOD IMPORTERS.	NEW BUYERS IDENTIFICATION START CANADIAN LUMBER/PLYWOOD SALES @\$100,000 PER YEAR
	DISTRIBUTION OF TIMBER FRAME CONSTRUCTION MANUAL TO ENGINEERS/ ARCHITECTS AND INSTITUTIONS. ALREADY STARTED.	GREATER AWARENESS OF CANADIAN TIMBER FRAME HOUSING METHODS \$ 1 MILLION SALES IN NEXT 3 YEARS.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 PROPOSED INCOMING LUMBER MISSION POSTPONED FOR EARLY 1989 ACCORDING TO RECENT CORRESPONDENCE WITH COFI,PART OF THE COST WILL BE COVERED BY COFI & PART SELF-FUNDED BY PARTICIPANTS(RETURN AIR FARE)& TO ORGANIZE IFC SEMINAR,ESTABLISH	ARE IN CONTINUOUS CONTACT WITH PRE OF LUMBER IMPORTERS ASSOC REGARDING INCOMING MISSION. FOLLOWED UP FOR PLYWOOD SALES. ORGANIZED T.F.C. SEMINAR.
	QUARTER: 2 Propose incoming Greek lumber buyers mission for May 1988 part self-funded (return airfares) and preparation for TFC seminar in Athens	Greek lumber buyers mission will now take place in May 1989. TFC seminar was held in May 1988. Visited major lumber importers in view of C.O. tour to B.C.
	QUARTER: 3 Propose incoming lumber buyers mission for May 1988 part self funded (return air fares) and preparation for TFC seminar in Athens.	Greek lumber mission will now take place in May 1989. TFC seminar was held in May 1988. C.O. tour of lumber coys in B.C. proved very productive.
	QUARTER: 4 Propose incoming lumber buyers mission for May ' 88 part self funded (return air fares) and preparation for TFC seminar in Athens.	Greek lumber mission will likely now take place in May-June 1989. TFC seminar was held in May 1988.