

REPT4D
90/01/23

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

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

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 IMPORTERS. SHIFT TO INCREASE BUS THROUGH REEXPORTING 10% PUR
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

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

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.

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.

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.

QUARTER: 3 -----

QUARTER: 4 -----