

REPT4D
90/04/05

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 :527-OSAKA

009-FOREST PRODUCTS,EQUIP,SERVICES
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

KOBE CITY - CANADA VILLAGE PROJECT
ORGANIZE PROMOTION ASSOCIATED WITH COMPLETION OF PROJECT

PREFABRICATED HOUSE BUILDERS - WOOD COMPONENT STUDY
IDENTIFICATION AND DISSEMINATION OF SIZES REQUIRED BY PREFAB

SURVEY OF BUILDING INTENTIONS BY LOCAL PUBLISH HOUSING CORP.
PHAZE I TO IDENTIFY HOUSING CORPS.WHICH COULD ADOPT 2X4 AS

CANADA MINI-HOME SHOW (INCOMING MISSION)
LOCATE AGENTS,DIRECT SALES FOR CDN EXPORTERS OF FINISHED AND

BUILDERS

CONSTRUCTION SYSTEM

SEMI-PROCESSED WOOD PRODUCTS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 A. Solo Mini-Wood Living Show at Congen
B. Vanc Village/Imported Housing Project; video finished, plan seminars in fall/other events
C. Lumber Journal Mission to Canada; 4 local coys accompanied by comm officer

QUARTER: 2 -----

QUARTER: 3 1. 2X4 Wood Products Promo Video: Distribution
2. Solo Wood Products Show at Congen: Execution
3. 2X4 Seminars; Osaka and Kyoto: Plan & Execute
4. Pre-Fab Housing Kit Mission: Plan and Execute
Four Canadian Company Participants

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

A. Six Cdn participants, 165 attendees, on-site sales, new buying connections established
B. Jpn 2X4 Assoc. will donate \$10,000 to project
C. Export sales and new buying connections expected. Follow-up continuing

1. Video: 100 used, 350 ordered/received for '90
2. Show: 185 attendees, on-site orders, agencies
3. Over 132 attendees, new contacts, enquiries
4. Congen Presentations - 68 attendees, follow up continuing for mission members, orders