

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 :404-MILAN

009-FOREST PRODUCTS,EQUIP,SERVICES
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

CONSOLIDATE FOREST PRODUCTS STRATEGY COORDINATING ACTIVITY OF COFI(COUNCIL OF FOREST IND BC)& BPIB(QUEBEC LUMBER MFGR)AS PER STRATEGY DOC.SUBMITTED TO ALL INTERESTED PARTIES,JANUARY 1986.

2"WOOD BUILDING"CONFERENCES,JOINTLY WITH COFI/BPIB IN MAJOR CITIES TARGETED AT PROFESSIONAL AUDIENCES IN UDINE AND GENOA(ARCHITECTS,ENGINEERS,BUILDERS).

25 TRADE LIAISON CORPORATE VISITS TO ALL MAJOR LUMBER AND PLYWOOD BUYERS THROUGHOUT ITALY.

DEVELOP COORDINATED MKTG APPROACH TO AVOID CDN ENTITIES COMPETING WITH EACH OTHER (BY HOLDING MONTHLY MEETINGS WITH THEM).

IMPROVE DISSEMINATION OF TECHNICAL INFO FROM CDN INDUSTRY & BRING ABOUT GREATER AWARENESS OF CDN LUMBER SUPPLY POTENTIAL.

EXPANDED SALES FRO SOFTWOOD,HARDWOOD AND PLYWOOD. ESTABLISH 6 NEW MAJOR DISTRIBUTORS(2 FOR SOFTWOOD,3 FOR HARDWOOD,1 FOR PLYWOOD).

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZE MEETING ON BEHALF OF QUEBEC FOREST EQUIPMENT MISSION.
ORGANIZE CDN ACTIVITY & DELIVER SPEECH AT TRIESTE CONFERENCE. CONTINUE TO REVITALIZE IMPORTER/DISTRIBUTOR/REP CONTACTS.

QUARTER: 2 Assist in organization of Italian Forestry Commission Mission to Cda to source/buy Cdn forest prods.; Assist in organization of Italian plywood buyers mission to Canada; On responsive basis,assist Cdn coys to find agents/sell.

QUARTER: 3 Follow up on incoming Italian buyers mission to Cda(plywood)& Italian Forestry Comm.Mission also to Cda;evaluate possible Cdn involvement in wood chips projects on Northern Adriatic Coast;on-going assistance to Cdn exporters.

QUARTER: 4 a)Support and assist in organization of visits & activities of Cdn coys on MINT mission to Milan.
b)Visit trade fairs in territory to evaluate potential use and gather info for Cdn inquiries.

SUCCESSFUL ONE ON ONE MTGS ARRANGED AT INTERBIMALL WDWKRG MACH. EXH. C.O. DELIVERED SPEECH TO OLD AND NEW CONTACTS ON CDA'S EXPORT CAPABILITY. 9 NEW BUYING/AGENCY CONNECTIONS WORTH ABOUT CDN \$1.9 MILLION.

Both missions left as planned with full program; results will be known next quarter. Five new buying connections or export. Sales agreement concluded.

4 sales agreements and/or agency relationships were established as a result of visits to Cda; reported on an initiated sourcing procedures for projects;1 proposed jv(Larden Minerals)worth millions and several lumber/wood sales.

a)MINT mission members made good contacts with potential partners/clients.
b)Two new Cdn exporters made trial sales and potential jv nearing conclusion.