

REPORT 4
88/02/02

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 415-HAGUE, THE

009-FOREST PRODUCTS, EQUIP, SERVICES
NETHERLANDS

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

PLACE STORIES & PHOTOS OF INNOVATIVE HOUSING PROJECTS WITH NETHS
ARCHITECTURE & BUILDERS MAGAZINES.

VISIT DO-IT-YOURSELF PRODUCTS IMPORTERS TO IDENTIFY POTENTIAL
MARKET NICHEs AND PROVIDE THEM WITH BROCHURES OF PRODUCTS FROM
CANADA.

ANTICIPATED RESULTS:

RAISE PROFILE OF TIMBER FRAME CONSTRUCTION.
INCREASE NUMBER OF BUILDERS BELONGING TO
NETHS TFC ASSOCIATION.

INTRODUCE 3 OR 4 RELIABLE AGENTS OR IMPORTERS
TO CANADIAN FIRMS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -IN COOPERATION WITH BRUSSELS-BASED FOREST
PRODUCTS COUNSELLOR PROMOTE TIMBER FRAME HOUSING

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

-PROPOSED TO DRIEOTT/IRPI THAT THEY FUND IN
PART R-2000 HOME AT TFC DEMONSTRATION PROJECT
IN NETHERLANDS.