

REPORT 4
89/05/10

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 :519-SEOUL

009-FOREST PRODUCTS,EQUIP,SERVICES
KOREA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

DISPLAY OF CANADIAN FORESTRY PRODUCTS IN KOREA

BETTER AWARENESS OF CDN FOREST PRODUCTS.

IN DEPTH STUDY ON LOCAL HOUSING BUILDING CODE.

AWARE OF LOCAL HOUSING CODE FOR PROMOTION OF
TIMBER FRAME HOUSE.

HOST TECHNICAL SEMINAR FOR TIMBER FRAME HOUSE IN KOREA.

BETTER AWARENESS OF CDN HOUSING TECHNIQUES IN
KOREA.

BUILDING OF CANADIAN STYLE RESIDENTIAL HOUSE IN SEOUL BY
TIMBER FRAME METHOD.

GOOD OPPORTUNITY TO SHOW LOCAL CONTRACTORS ON
TFH TECHNIQUES. SELL TWO TFA HOUSES.

PULP AND PAPER PRODUCTS

MEET 6 TIMES PER YEAR WITH LOCAL PULP & PAPER FIRMS TO DISCUSS
INVESTMENT OPPORTUNITIES IN CANADA. REPORT QUARTERLY TO PNC, TTI,
INV CAN

VISIT BY LOCAL FIRMS TO CANADA.

READ AND ANALYZE PUBLISHED LOCAL PULP AND PAPER EXPANSION PLANS.
REPORT QUARTERLY TO OTTAWA.

ALERT CANADIAN FIRMS FOR SERVING & RAW MATER-
IAL EXPORT OPPORTUNITY.

SEND PRESS CLIPPINGS,KOREAN GOVT REPORTS,EMBASSY ANALYSES ON LO-
CAL PAPER INDUSTRY INFORMATION TO OTTAWA TO DETERMINE MKT FOR
PULP & PAPER.

PROVIDE C.P.P.I. WITH LOCAL PRODUCTION
INFORMATION.

TO INTRODUCE THERMAL MECHANICAL PULP(TMP) PRODUCTS TO KORE VIA A
SEMINAR IN SEOUL.

ESTABLISHED TMP MARKET IN KOREA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A)MONITOR LOCAL PULP AND PAPER EXPANSION PLAN.
B)PROVIDE C.P.P.I. WITH LOCAL PRODUCTION
INFORMATION.

A)SITUATION MONITORED AND CANADIAN FIRMS ALERTED
OF SPECIFIC OPPORTUNITIES.
B)REPORT CONTAINING LATEST LOCAL PAPER INFORMA-
TION PREPARED AND DISTRIBUTED.

QUARTER: 1 A)DISPLAY CANADIAN FORESTRY PRODUCTS IN KOREA.
B)PROMOTE SALES OF PLYWOOD, PARTICULE BOARD AND
OTHER NEW PRODUCTS.

A)DISPLAY MOUNTED AT THE KOREA HOUSING FAIR.
B)SAMPLES DISPLAYED AT KOREA HOUSING FAIR.

QUARTER: 2 -----

A)DISPENSE AN 80-INDUCTION GAS-SPECIFIC SALES
OF 5,000 METRIC TONS UTILIZED ON A CONTINUOUS
BASIS. ENHANCED SALES OF 75,000 METRIC TONS.
CANADIAN UNIVERSITY FIELD TRIAL COMPLETED.