

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 :404-MILAN

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES  
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:WOOD AND WOOD PRODUCTS

UPDATE FIVE YR "STRATEGIC MARKETING APPROACH" SUBMITTED - 87  
UPDATE AND AGREEMENTS ON ACTION PLAN/OBJECTIVES

ELABORATION & DEF'N OF INFORMAL SELLER/BUYER ADVISORY COMM.  
MORE COORDINATED MARKETING APPROACH

HOLD TWO/THREE CONFERENCES/WORKSHOPS IN MAJOR CITIES  
DISSEMINATION OF TECHNICAL INFO AND INCREASED AWARENESS OF

I.D. NEW/RENEW PERSONAL CONTACTS AMONG MAJOR LUMBER DISTRIB.  
ESTABLISH NEW DISTRIBUTORSHIPS AND EXPAND SALES OF LUMBER &

INVESTIGATE ITALIAN IMPORT MARKET - CDN SUPPLY CAPABILITIES  
I.D. 2/3 SPECIFIC NICHES AND CDN SUPPLIERS FOR PAPER

OUR SUPPLY POTENTIAL

PLYWOOD

PRODUCTS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 a) Support and assist organizing a construction  
lumber mission to Italy.  
b) Forest products Eqpt/Services reports outlin-  
ing potential tech acquisitions for Cda.  
c) Visit Triveneto and SAIE 2 trade fairs.

QUARTER: 2 - Initiated calls and,generally, intelligence  
gathering exercise on woodworking machinery  
sector  
- Also initiated information gathering on advan-  
ced building materials sector

QUARTER: 3 . Organize inst.participation at SAIE Building  
Show,assist enquirers & Cdn coys present.  
. Organize Eastern softwood sales mission to  
Italy.  
. Attend Marketplace

QUARTER: 4 All round assistance was provided to outgoing  
missions for BC Secondary Wood Products and  
Waferboard/OSB.

a) Prom.local lumber trade & Cdn sources.Favour-  
able support for Mission in Nov-Dec 89.  
c) Data collection effected on woodwork in m/cs  
and advanced Mtl. reports to be released on time  
c) Made 20 new contacts.Reports on show released

- Now in a position to initiate drafting of sec-  
toral report focussing on industrial coop.  
opportunities  
- First step done on preparation of sectoral  
report

. Over 5000 Eur.professionals visited stand; 500  
enquiries handled;lots of literature distributed  
. Unfavourable market conditions forced  
cancellation  
. Roughly 20-25 worthwhile inquiries handled.

Cdn coys were able to establish very useful  
contacts with local agents/importers. Several  
additional visits/meetings were held with local  
lumber trade firms and 2 major shows were  
attended,resulting in valuable new business.