

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 :404-MILAN

009-FOREST PRODUCTS,EQUIP,SERVICES  
ITALY

PLANNING:                    ACTIVITIES PROPOSED IN POST PLAN:                    ANTICIPATED RESULTS:

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 outlining potential tech acquisitions for Cda.
- c) Visit Triveneto and SAIE 2 trade fairs.

- a) Prom.local lumber trade & Cdn sources.Favourable 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

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

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

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

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

QUARTER: 4 -----