

REPORT 4
89/02/06

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 :601-BOSTON

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ASSIST IN CONSTRUCTION PRODUCTS REVIEW, MAGAZINE PROMOTION OF
CANADIAN PRODUCTS

DEVELOP ALTERNATIVE METHODS TO RAISE PROFILE
OF CANADIAN COMPANIES

COMMISSION SURVEY OF NEW ENGLAND PRE-BUILT HOUSING MARKET

EXPAND SALES OF CANADIAN FIRMS BY \$10M.
IMPROVE THOROUGHNESS OF MARKET INFO.

PROMOTE PARTICIPATION OF NEW EXPORTERS TO BORDER STATES IN NEW
ENGLAND MARKET.

-ESTABLISH 10 NEW CDN FIRMS IN MARKET
-ASSIST 20 OTHER FIRMS

ASSESS PARTICIPATION IN AMERICA EAST AND THE BIG SHOW

DETERMINE MOST EFFICIENT LONG TERM METHOD OF
INTRODUCING COMPANIES TO NEW ENGLAND MARKET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 New Exporters to Border States Seminar on
construction industry in New England.

30 companies representatives in construction
sector attended the seminar in Burlington
organized by Post.

QUARTER: 3 -----

QUARTER: 4 -----