

REPORT 4
89/10/10

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 :409-BERNE

009-FOREST PRODUCTS,EQUIP,SERVICES
SWITZERLAND

<p>PLANNING: ACTIVITIES PROPOSED IN POST PLAN:</p> <p>PREPARE A SOURCING SURVEY TO DETERMINE PRICE AND SOURCE OF SUPPLY OF ALL MAJOR IMPORTERS OF WOOD AND WOOD PRODUCTS.</p> <p>WORK WITH COFI TO DETERMINE AVAILABLE SOURCES OF SUPPLY IN CANADA FOR MOST POPULAR WOOD PRODUCTS IN SWITZERLAND.</p> <p>MAKE DATA ANALYSIS OF IMPORT PRACTICES OF MAJOR (4 - 8) SWISS IMPORTERS AND PROVIDE QUALITATIVE AND QUANTITATIVE DATA TO CANADIAN EXPORTERS.</p>	<p>ANTICIPATED RESULTS:</p> <p>ENCOURAGE FIVE CANADIAN FIRMS TO ENTER SWISS MARKET WITH COMPETITIVE PRICES.</p> <p>PINPOINT CANADIAN COMPANIES WITH SUPPLY CAPABILITIES.</p> <p>DETERMINE IF OTHER CANADIAN COMPANIES CAN ENTER THE MARKET.</p>
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<p>TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:</p> <p>QUARTER: 1 -----</p> <p>QUARTER: 2 -----</p> <p>QUARTER: 3 -----</p> <p>QUARTER: 4 To prepare a report on Swiss Forestry Industry highlighting import possibilities.</p>	<p>QUARTERLY RESULTS REPORTED:</p> <p>Post took advantage of delay in staffing CO position to hire local Cdn to carry out detail study of Swiss prod'n, imports, exports and tariffs in wood prods, pulp & paper.Current mkt niches ident./details on country competition pnt</p>
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