

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 :402-ATHENS

009-FOREST PRODUCTS,EQUIP,SERVICES
GREECE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

ORGANIZE TIMBER FRAME HOUSING SYMPOSIUM

GET ARCHITECTS TO SPECIFY CANADIAN TIMBER
FRAME HOUSING DESIGNS AND MATERIAL \$100,000
PER ANNUM.

ESTABLISH PLYWOOD STOCKS IN PIRAEUS

ESTABLISH INITIAL SALES.\$100,000 PER ANNUM

INITIATE DISCUSSIONS WITH LEADING GREEK LUMBER/PLYWOOD IMPORTERS.

NEW BUYERS IDENTIFICATION START CANADIAN
LUMBER/PLYWOOD SALES @\$100,000 PER YEAR

DISTRIBUTION OF TIMBER FRAME CONSTRUCTION MANUAL TO ENGINEERS/
ARCHITECTS AND INSTITUTIONS. ALREADY STARTED.

GREATER AWARENESS OF CANADIAN TIMBER FRAME
HOUSING METHODS \$ 1 MILLION SALES IN NEXT 3
YEARS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROPOSED INCOMING LUMBER MISSION POSTPONED FOR
EARLY 1989 ACCORDING TO RECENT CORRESPONDENCE
WITH COFI,PART OF THE COST WILL BE COVERED BY
COFI & PART SELF-FUNDED BY PARTICIPANTS(RETURN
AIR FARE)& TO ORGANIZE IFC SEMINAR,ESTABLISH

ARE IN CONTINUOUS CONTACT WITH PRE OF LUMBER IM-
PORTERS ASSOC REGARDING INCOMING MISSION.
FOLLOWED UP FOR PLYWOOD SALES. ORGANIZED T.F.C.
SEMINAR.

QUARTER: 2 Propose incoming Greek lumber buyers mission for
May 1988 part self-funded (return airfares) and
preparation for TFC seminar in Athens

Greek lumber buyers mission will now take place
in May 1989. TFC seminar was held in May 1988.
Visited major lumber importers in view of C.O.
tour to B.C.

QUARTER: 3 -----

QUARTER: 4 -----