

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
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

COMPLETE FOREST PRODUCTS STRATEGY COORDINATING ACTIVITY OF COFI
(COUNCIL OF FOREST INDUSTRIES FOR B.C.) AND BP IB (QUEBEC LUMBER
MANUFACTURERS)

COORDINATED MARKETING APPROACH TO AVOID CDN
ENTITIES COMPETING WITH EACH OTHER.

MILAN NOW HAS RESPONSIBILITY FOR ALL OF ITALY. DEVELOP NEW
CONTACTS IN SOUTH.

ESTABLISH FOUR NEW MAJOR DISTRIBUTORS IN
SOUTH.

TRADE LIAISON VISIT TO ALL MAJOR BUYERS THROUGHOUT ITALY

EXPANDED SALES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RESPOND TO EXTENSIVE INQUIRIES FROM ITALIAN
LUMBER TRADE. PLAN ALL LOGISTICS RELATED TO
ONTARIO LUMBER MFTRS. MISSION (COMPOSED OF 10
COS, 1 ASSOC'N & 1 GOVT. REP.) FOR VISITS TO
MILAN AND NAPLES.

10 NEW EXPORT AGREE. EXPEDITED BY MILAN OFFICE,
TWO NEW MAJOR BUYING CONNECT. ESTABL. OVER 75
ONE-ON-ONE MEETINGS TOOK PLACE BETWEEN ONT. COS.
& ITLN COS. FM ALL OVER ITALY THAT TOOK TIME TO
VISIT MISS. MEMBERS IN EITHER MILAN OR NAPLES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----