

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 :532-MELBOURNE

SECTOR :009-FOREST PRODUCTS,EQUIP,SERVICES
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:EQUIPMENT AND MACHINERY

CDN DISPLAY AT APPITA'89-BRISBANE, QUEENSLAND, MAY 1989
IMPROVE OPPORTUNITIES FOR PULP/PAPER EQUIPMENT AND SERVICES.

INFO BOOTH AT ALL AUSTRALIA TIMBER CONGRESS,PERTH,W.A. 10/89
HIGHLIGHT CDN CAPABILITY IN SAWMILLING SECTOR.

ATTEND MAJOR INDUSTRY CONFERENCES, SEMINARS ETC.
BROADEN CONTACT BASE, GATHER MARKET INTELLIGENCE.

VISIT PLANTS, SAWMILLS AND FORESTRY OPERATIONS
ADVISE CDN INDUSTRY ON NEW DEVELOPMENTS.

SAWMILL &/OR FOREST HARVESTING SEMINARS IN SELECTED REGIONS
ENHANCE SALES POTENTIAL OF NEW TECHNOLOGIES.

PREPARE SECTORAL PROJECT LIST
WIDEN CONTACT/SOURCING BASE.

STUDY LOG HANDLING/CONVERSION TECHNIQUES
SEEK SALES PROSPECTS FOR CANADIAN SUPPLIERS.

INVESTIGATE LAND MANAGEMENT IN AUSTRALIAN FORESTRY SECTOR NEW AGENTS.
DATA TO ASSIST CDN FIRMS IN ASSESSING POTENTIAL & APPOINTING

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Visit of Technical Experts as follow up to
Timber Frame Mission.
Appita 89

Planning underway for this mission to visit
Australia Nov.1989, with first rate cooperation
from local State Govt authorities. - Miss.of Cdn
pulp & paper equip mfgs attended APPITA 89 held
May 15-19,1989.

QUARTER: 2 Uniform building code (timber frame) mission to
Australia November 1989.

Detailed arrangements on hand with excellent
response to seminar from local industry and
government contacts

QUARTER: 3 Uniform Building Code Mission, November 1989

Excellent response to seminar and meetings and
should lead to longterm relationships in regula-
tory sectors and increased sales of Canadian
lumber.