

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 : 414-BRUSSELS

009-FOREST PRODUCTS, EQUIP, SERVICES
BELGIUM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

TIMBER FRAME CONSTRUCTION TECHNIQUE WILL CONTINUE TO BE AN
IMPORTANT SEGMENT OF OUR ACTIVITIES.

INCREASED ACCEPTANCE BY BUILDERS, CONSUMERS,
INSURERS, BANKERS.

REVIEW CURRENT SYSTEM, CONSUMER TASTES AND REVIEW GROWTH IN DIV
TREND IN MARKET.

INTRODUCTION OF AT LEAST TWO NEW LINE OF HIGH
VALUE ADDED WOOD PRODUCTS.

APPRISE CANADIAN INDUSTRY OF CURRENT STYLES, PATTERNS PRIVING.

BETTER TARGETTED MKG EFFORT BY CDN EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SOLID WOOD PANELLING CIRCULAR TO CDN COMPANIES
ON PROSPECTS. HARDWOOD FLOORING INTRODUCE PRODU-
CT TO BUILDERS.

INTRODUCED MANUFACTURERS FROM ALTA AND QUEBEC TO
LOCAL CONTACTS. NOVA SCOTIA (KENT HOMES) FOLLOW-
ING UP EXCELLENT PROJECT.

QUARTER: 2 FOLLOW-UP WITH LOCAL CONTACTS.

OFFERS STILL BEING STUDIED.

QUARTER: 2 ACTIVITY EXPANDED TO PRE-ENGINEERED HOMES.

PROMOTION (MODEL HOMES) UNDER WAY. MAJOR
TRADE SHOW EXPOSURE PLANNED.

QUARTER: 3 DEVELOP TFC MODEL HOME FEATURING CDN DECORATING
PRODUCTS.

PRODUCTS TO BE DISPLAYED IN MODEL HOME TO TEST
CONSUMER REACTION & TO DEVELOP POTENTIAL REPS.

QUARTER: 3 DEVELOP PRESENTATION FOR MAJOR TRADE SHOW, F/U
ON JOINT VENTURE PARTNER.

CDN PRESENTATION AT MAJOR FAIR NOW FINALIZED -
BELGIAN PROMOTER HAS DEVELOPED JOINT VENTURE
WITH CDN & BELGIUM PARTNER/MODEL HOME TO BE
BUILT.

QUARTER: 4 -----