

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 :637-SAO PAULO

009-FOREST PRODUCTS,EQUIP,SERVICES
BRAZIL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO SUPPORT EFFORTS BY H.A.SIMONS VIA THEIR JOINT-VENTURE WITH NATRON IN BRAZIL

INCREASED EXPOSURE TO BRAZILIAN COYS;REALIZATION OF SMALL (INITIALLY) CONTRACTS FOR CONSULTING/ENGINEERING SERVICES.

PROVIDE CONTINUED ASSISTANCE TO VALMET-SENTROL IN THEIR MARKETING EFFORTS;ASSIST THEM IN PROTECTING THEIR MARKET SHARE FROM USA COMPETITION FROM WITHIN BRAZIL

ACHIEVE 3/4 ADDITIONAL CONTRACTS (\$2 TO 3 MILLION) NEXT YEAR.

ASSIST OTHER CANADIAN EXPORTERS ON ONGOING BASIS,E.G. UNIVERSAL PAPER, CARBORUNDUM IN THEIR MARKETING EFFORTS.

INCREMENTAL SALES NEXT YERA OF \$ 4/5 MILLION.

UPDATE REPORT ON MAJOR PULP AND PAPER PROJECTS WHICH WERE POSTPONED DUE TO ECONOMIC CONDITIONS IN 1987.

PROVIDE POTENTIAL EXPORTERS WITH INFO SUFFICIENT TO DETERMINE WHETHER THEY SHOULD PURSUE INVOLVEMENT ON THESE PROJECTS.

INTENSIFY CONTACTS ON REGULAR BASIS WITH SENIOR OFFICIALS OF BRAZILIAN PULP AND PAPER COMPANIES AND IDENTIFICATION OF SPECIFIC OPPORTUNITIES FOR MAJOR PROJECTS.

INFORM CANADIAN INDUSTRY IN TIMELY FASHION WHICH WOULD LEAD TO TENDERS RELATIVE TO 2/3 PROJECTS.

SEEK TO DEVELOP TECHNICAL COOPERATION BETWEEN CANADIAN AND BRAZILIAN FORESTRY AGENCIES (E.G. CFS, IBDF) AT ACADEMIC & COMMERCIAL LEVELS.

MORE TECHNICAL COOPERATION ACTIVITIES (E.G. RECIPROCAL VISITS);MEDIUM TERM SALES OF FIRE-FIGHTING EQUIPMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A) UPDATE PULP & PAPER PROJECTS LIST.

DEFERRED TO NEXT QUARTER.

QUARTER: 2 No import. activ. has taken place in this sector
Very little oppor. for the sale of equip. Re sales of pulp & paper this is done dir. by the lrge corp. & the Post has very lttle involv.
Next qtr will show a different priority

QUARTER: 3 -----

QUARTER: 4 -----