

REPT4D
90/01/23

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 :415-HAGUE, THE

009-FOREST PRODUCTS,EQUIP,SERVICES
NETHERLANDS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WOOD AND WOOD PRODUCTS

MONITOR DUTCH VIEWS ON PLANT HEALTH ISSUES & ARGUE CDN POSTN
CONTINUED UNRESTRICTED ACCESS TO EEC FOR CDN SOFTWOOD LUMBER

MARKET REPORT ON FOREST PRODUCTS MARKET
INTRODUCE 5 NEW EXPORTERS TO DUTCH MARKET

INCOMING FOREST-BASED DIY & BUILDING PRODUCTS BUYERS MISSION
INTRODUCE KEY BUYERS/IMPORTERS TO SELECTED CDN SUPPLIERS

LIAISE W/KEY LOCAL TRADE PUBLNS: ENCOURAGE COVERAGE OF CDA FOREST PRODUCTS AND KNOW-HOW RE BUILDING SECTOR
ENHANCE CDA'S IMAGE AS ECOLOGICALLY RESPONSIBLE SUPPLIER OF

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Liaise with local trade press re Cdn forest
products in building applications

Leading local publication preparing article to
be followed by Canada special later in year.
Liaised with leading lumber importers.
Assisted Toronto Homebuilders mission
Coordinated Cdn program for local housing assn

QUARTER: 2 Introduce new Canadian exporters to the market.

5 agency agreements signed between Canadian
exporters and Dutch agents.

QUARTER: 3 -----

QUARTER: 4 -----