

POST :415-HAGUE, THE

009-FOREST PRODUCTS,EQUIP,SERVICES
NETHERLANDS

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
WOOD AND WOOD PRODUCTS		
	SERVICE GROWING NUMBER OF ENQUIRIES FROM CANADIAN WOOD AND WOOD PRODUCTS EXPORTERS.	INCREASED MARKET SHARE
	MONITOR DUTCH AUTHORITIES VIEWS ON PINEWOOD NEMATODE ISSUE AND ARGUE CANADIAN POSITION AS REQUIRED	CONTINUED UNRESTRICTED ACCESS TO EUROPEAN COMMUNITY FOR CANADIAN SOFTWOOD LUMBER
	IN COOPERATION WITH FOREST PRODUCTS COUNSELLOR (BRUSSELS) COORDINATE CANADIAN PARTICIPATION IN DUTCH TFC PROMOTION PROJECT (HOUTEN, MAY 1988)	TO INCREASE ACCEPTANCE OF CDN TIMBER FRAME HOUSING TECHN LEADING TO INCREASED EXPORTS OF CLS & OTHER WOOD PROD USED IN CONSTRUCTION, INSULATION AND FINISHING.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 COORDINATE CANADIAN PARTICIPATION AT DUTCH TIMBER FRAME PROMOTION PROJECT.	ORGANIZED SUCCESSFUL CANADIAN PARTICIPATION AND CANADA DAY AT TFC DEMONSTRATION PROJECT.
	QUARTER: 2 Liaise with Dutch importers. Identify potentially interesting market niches.	Organized visit of B.P.I.B. European rep. to Dutch importers. Introduced Alberta producer to large Dutch pallet manufacturer.
	QUARTER: 3 Liaison with Dutch importers and agents. Identify potentially interesting market niches.	Assisted Dutch pallett manufacturer in sourcing lumber in Alberta. Result: 5 year contract valued at \$60 million.
	QUARTER: 4 Continue promoting use of Canadian lumber and forest based building products in TFC. Promote/assist incoming and outgoing mission.	Assisted COFI with manning "Bouwbeurs" booth. Assisted COFI with program for Vander Zaam visit;(Forest prods related);Assisted local lumber importers Assn. re planning Buyers Miss. to Cda (Aug.89);Responded to 10 Cdn enquiries.