

Program: MDP 09/10

Project: CFPA - Japan Promotion

Recipient: Coast Forest Products Association

EXECUTIVE SUMMARY

In 2009/10, objectives of the Canada Tsuga Program are to continue to raise the visibility of and technical knowledge related to the Canada Tsuga product line among carefully-segmented Japanese customer and influencer groups. The program will extend the E120 and E120-F330 product lines to architects and pre-cutters. A proven, technically based and comprehensive marketing and advertising program, trade show representation, technical seminars, jobsite-level presentations, and a technical outreach program will equip architects, pre-cutters and builders with the technical data, product certifications and design information necessary to support ongoing specification and use of Canada Tsuga products

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