

REPORT 4
89/02/06

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 :427-MUNICH

008-TRANSPORT SYS,EQUIP,COMP,SERV.
GERMANY WEST

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

TO HELP COBRA ENTERPRISES LTD.,BURNABY,B.C.,TO BREAK INTO GERMAN MARKET WITH ITS CAR/MOTORBIKE SECURITY SYSTEM.

O.E.M. SALES WITHIN 3 YEARS COULD REACH 10 MIO CDN\$.

TO ASSIST UNIC INT'L CORP.,MARKHAM,ONT.,TO DEVELOP DISTRIBUTORSHIP IN F.R.G. MARKET FOR ITS SPRAY GUN CLEANING SYSTEM.

SALES OF ABOUT 500,000 CDN \$ FOR THE FIRST 1 1/2 YEAR.

TO INTRODUCE WEDGE CLAMP UNIBODY REPAIR SYSTEM TO B.M.W.AND OTHER GERMAN CAR MANUFACTURERS AND ASSIST COMPANY IN GAINING TUV APPROVAL FOR ITS EQUIPMENT.

A)SALES CANNOT BE DEFINED AT THIS DATE.
B)TUV APPROVAL

ORGANIZE ONE MISSION OF CANADIAN PARTS MANUFACTURERS TO MEET WITH MAJOR GERMAN CAR MANUFACTURERS.

AN INCREASE OF UP TO \$8 MILLION/YEAR IN THE BUYING VOLUME OF VW,D-B AND BMW IN CDA IN THE 24 MONTHS FOLLOWING THE MISSION.

CONSULT F.R.G. AUTO MANUFACTURERS AND MONITOR REACTION TO FTA IN ORDER TO REACT QUICKLY WITH RECOMMENDATIONS FOR "REMEDIAL"ACTION, AS NECESSARY.

TO ENSURE THAT GERMAN CAR MANUFACTURERS WILL CONTINUE TO SOURCE IN CANADA AND NOT IN U.S.

TO LOBBY VW GERMANY TO ENSURE TRANSFER OF A MAXIMUM OF VW DIE CASTING ACTIVITY TO CANADA I.E. TO CANADIAN SUPPLIERS.

CREATION OF UP TO 500 JOBS IN CANADA AND SALES OF CDN \$ 50 MIO ANNUALLY TO VW.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 DISCUSSIONS HELD WITH BMW RE PURCHASE OF PLASTIC HORNS AND REAR LIGHT LENSES FROM CDN/ITALIAN J.V. COMPANY.

RESULTS POSITIVE. BMW CURRENTLY TESTING THE HORNS AND HAS AGREED TO PLACE ORDERS IF THE PARTS MEET THEIR QUALITY STANDARDS.

QUARTER: 1 COMPLETION OF A REPORT ON PROBLEMS OF DORNIER FAMILY WITH DAIMLER-BENZ AND THE FUTURE OF DORNIER GMBH

REPORT SENT OFF TO OTTAWA TO ASSIST DEA AND DRIE OFFICIALS TO UNDERSTAND THE GERMAN AEROSPACE SECTOR.

QUARTER: 2 Participation at Automechanika

14 companies were represented at the national stand. They reported Cdn \$533K on-site sales and project follow on sales at \$10 million. 7 distributors were also appointed

QUARTER: 3 -----

QUARTER: 2 -----

QUARTER: 4 -----

QUARTER: 3 -----

QUARTER: 5 -----