

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 519-SEOUL

008-TRANSPORT SYS, EQUIP, COMP, SERV.
KOREA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

INCREASE LOCAL AWARENESS OF CDN AUTOMOTIVE PARTS SUPPLIERS THROUGH JOINT ACTIVITIES WITH THE KOREAN AUTOMOTIVE INDUSTRIES COOPERATIVE ASSOCIATION.

CONTINUE TO EXPAND CONTACTS WITH HYUNDAI, DAEWOO, KIA AND SSANGYONG DONG-A FOREIGN PROCUREMENT STAFF.

FOLLOW UP WITH KOREAN PARTS COMPANIES WHO PARTICIPATED IN NOV. 86 INCOMING AND OUTGOING MISSIONS.

MONITOR CLOSELY THE DEVELOPMENT & IMPLEMENTATION OF THE KOREAN IMPORT SUBSTITUTION & FOREIGN SUPPLIER DIVERSIFICATION PROGRAM FOR AUTOMOTIVE COMPONENTS.

SECTORAL INVESTMENT AND TECHNOLOGY EXCHANGE SEMINAR FOR AUTOMOTIVE PARTS.

ESTABLISH STRONGER BACKGROUND IN AND REPORT ON KOREAN INDUSTRIAL POLICY PARTICULARLY AS IT PERTAINS TO THE AUTOMOTIVE SECTOR.

RAIL

FOLLOW UP TO CDN PRESENTATION (JULY '86) ON LRC TECHNOLOGY TO DAEWOO & KOREAN RAILWAY.

IDENTIFY SPECIFIC OPPS IN FIVE YEAR PLAN AND IN DISCUSSION WITH RAIL AUTHORITIES.

CATALOGUE PRESENTATIONS TO VARIOUS RAIL AUTHORITIES.

CATALOGUE EXHIBIT FOR POTENTIAL AGENTS IN TRADE CENTER.

SUPPORT TO INCOMING PARTS MISSION NOV. 86. SIGNING OF FIRST TECHNICAL EXCHANGE/J. V. AGREEMENT IN THE AUTOMOTIVE SECTOR.

DIVERSIFICATION OF PARTS & COMPONENTS SOURCED IN CDA TO INCLUDE ELECTRONICS & PLASTICS AS WELL AS TRADITIONAL GLASS AND TIRES.

IDENTIFY SHORTLIST OF KOREAN PARTS FIRMS WITH INTEREST & CAPABILITY TO INVEST OR ESTABLISH J. V. WITH CDN PARTS AND SUPPLIERS.

ENSURE CONTINUED ACCESS FOR EXISTING SUPPLIERS & PROVIDE BETTER INTELLIGENCE ON EMERGING OPPORTUNITIES FOR CDN PARTS AND SUPPLIERS.

INCREASED LOCAL AWARENESS OF CDN INVESTMENT OPPORTUNITIES AND TECHNOLOGY IN THE AUTOMOTIVE SECTOR.

IDENTIFY POLICY TRENDS & GOVERNMENT PROGRAMS WHICH CAN ASSIST CDN PARTS PRODUCERS IN ENTERING MARKET OR ESTABLISHING RELATIONSHIP WITH KOREAN PRODUCERS.

SUSTAIN KOREAN INTEREST IN CANADIAN LRC TECHNOLOGY.

WIDEN POSSIBLE INCOMING MISSION ON LRC TO INCLUDE OTHER PRODUCTS.

OBTAIN DETAILED INFORMATION ON UPCOMING REQUIREMENTS.

INCREASED AWARENESS AMONG AGENTS OF CANADIAN CAPABILITIES.