

SUMMARIZED ACTION PLAN

TIMING	ACTIVITIES AND EVENTS	PRIME RESPONSIBILITY CENTRE*
	Automotive Parts	
Ongoing	Identify and contact automotive parts suppliers capable of selling in the F.R.G. and encourage them to visit Germany with the assistance of PEMD-B (market identification) and PEMD-F (sustained export market development)	FAMR
	Complement the above action by selecting a group of suppliers willing to commit themselves to long term participation at Automechanika on an independent basis, possibly using PEMD-C (trade fairs)	FAMR/Bonn/ Munich
	Advise potential Canadian exporters of automotive parts of the requirements of German industry	FAMR/Munich
	Identify prospective agents (representatives) and propose visits to Canada with the assistance of PEMD-D (incoming buyers)	FAMR/Munich
1983-1984	Identify selected German automotive parts manufacturers, who can comply with Canadian policies, to establish facilities in Canada	Munich
	Computers, Communications and Related Products	
Ongoing	Evaluate opportunities in the F.R.G.; bring them to the attention of Canadian suppliers of computer peripherals; and encourage them to make market identification visits with the assistance of PEMD-B	EELA
1983-1984	Follow up on the October 1982 tri-country technology mission composed of representatives of six companies in the computer peripherals sector	EELA
1983-1984	Organize an incoming and one outgoing mission in the cable TV field	RCT/Munich
1983-1984	Prepare precise data on the market potential for the specific computer peripherals manufactured by Canadian firms	Munich
1984	Sponsor an official exhibit in the CEBIT section of the Hanover Fair 1984, 4-11 April 1984.	EELA/Munich
1984	Sponsor an official exhibit at Electronica 84, 13-17 November 1984 in Munich.	EELA/Munich
	Defence Electronics/Avionics	
Ongoing	Identify and pursue opportunities in the defence sector under the aegis of the Canada-F.R.G. Defence Research Development and Production (RDP) Agreement	TDO/Bonn
	Evaluate major F.R.G. defence research and development projects and identify areas in which Canadian companies can participate as subsystems suppliers	TDO/Bonn
	Timber Frame Housing	
Ongoing	Sensitize German builders and home buyers to the advantages of Timber Frame Construction (TFC) through technical articles in the German construction trade press	GRPI/Hamburg
	Use additional contacts with public housing authorities in the F.R.G. to resolve regulatory problems limiting Canadian access to the market	GRPI/Hamburg
1983	Identify additional German firms, interested in using Canadian TFC building packages, and arrange contacts with selected Canadian suppliers	GRPI/Hamburg
1983	Submit proposal to the Canadian building industry and German regulatory bodies to evaluate the feasibility of a multi-unit demonstration project in the F.R.G.	Hamburg

* The symbols for contacts are listed in the Glossary of Abbreviations, page 39. The federal contacts indicated have the primary responsibility for implementation of the activities and events; others (not listed herein) may have secondary responsibilities.