

REPORT 4
88/10/21

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 : 644-MEXICO

010-MINE, METAL, MINERAL PROD & SRV
MEXICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MINERALS AND MINERAL PRODUCTS

MAINTAIN CONTACT WITH ABESTOS CEMENT INDUSTRY AND GOVERNMENT TO
(A) DETECT AND WORK TO NEUTRALIZE ANY TENDENCIES TO PROHIBIT
ASBESTOS (B) RETIAN SUPPORT ACTION AGAINST PROHIBITION IN USA.

MONITOR PROCESS OF NEW THERMAL POWER PLANT BY REGULAR CONTACTS
WITH MICARE.

REVIEW WITH METALURGICAL AND THERMAL COAL BUYERS THEIR ACQUISITI-
ON AND SOURCING PLANS.

REVIEW WITH SULPHUR BUYERS REASONS FOR IMPORTS AND PROSPECT FOR
FUTURE.

DEFEND MARKET.

SHARE IN SUPPLY UP TO 4,000,000 TONS
(ANNUALLY) OF THERMAL COAL FOR NEW PLANT.

IDENTIFICATION OF WHAT CDN SUPPLIERS MUST DO
NOW TO OBTAIN THEIR SHARE OF COAL ORDERS.

MAINTAIN SULPHUR SALES AT \$35 TO \$40 MILLION
ANNUALLY.

EQUIPMENT AND MACHINERY

FOLLOW UP OPPORTUNITIES IDENTIFIED DURING EDC VISIT, MINING SHOW
IN ACAPULCO AND IN VARIOUS CALLS.

DEVELOP ANNUAL SEMINAR CONCEPT.

IN COOPERATION WITH MEXICAN MINES MINISTRY HELP CDN COMPANIES
PARTICIPATE IN MINE DEVELOPMENT PROJECTS, THIS INDIRECTLY
PROMOTING EQUI/SERVICE SALES.

INCREASED EQUIPMENT/SERVICE SALES.
\$2 TO 10 MILLION ANNUALLY.

BETTER CONTACTS WITH AND FEEDBACK FROM OPERA-
TIONAL EQUIPMENT USERS.

JOINT VENTURE MINE PROJECT WITH SIGNIFICANT
CDN PROCUREMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 UNDERTAKE DETAILED MARKET STUDY OF OPPORTUNITIES

ASSISTED CONSULTANT TO DRIE TO MEET REPRESENTA-
TIVE SELECTION OF MEXICAN EXECUTIVES IN MINING
AND REGULATORY BODIES. DETAILED REPORT PRODUCED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----