

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :605-DETROIT

008-TRANSPORT SYS,EQUIP,COMP,SERV.  
UNITED STATES OF AMERICA

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

AUTOMOTIVE

PRODUCTION AND PUBLICATION OF QUARTERLY NEWSLETTER  
TO INFORM CANADIAN INDUSTRY OF MISSION ACTIVITIES & VIEW-

POINTS PERTAINING TO THE AUTOMOTIVE SECTOR

CLOSE LIAISON WITH APMA OF CANADA  
PROMOTE THE MARKETING EFFORTS OF CDN PARTS PRODUCERS

ENHANCE RELATIONS BETW SR. GOV'T OFF & AUTO CO. IN TERRITORY  
BETTER UNDERSTANDING OF U.S. INDUSTRY CONCERNS.

ANNUAL APMA OF CANADA DIRECTORS' MEETING IN DETROIT  
PROMOTE IMPORTANCE OF U.S. MARKET TO APMA MEMBERS.

LIAISON WITH UNIVERSITY OF MICHIGAN, DEPT. OF TRANSPORT  
BUILD A WORKING RELATIONSHIP WITH THIS PRESTIGIOUS BODY AND

SHARE WITH THEM A CDN PERSPECTIVE OF THE AUTO INDUSTRY.

-----

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:                   QUARTERLY RESULTS REPORTED:

QUARTER: 1 Attended Annual Apma of Canada meeting in  
Toronto.

Met with many parts producers and manufacturers  
and promoted the aspect of being able to assist  
them with market intelligence and manufacturers  
representatives in our territory.

QUARTER: 2 Attended University of Michigan Automotive  
Management Seminar in Traverse City, Michigan.

Liaised with executives (both U.S. and Cdn) of  
auto industry who were in attendance at  
seminars. Promoted the capabilities of Canadian  
parts industry to U.S. automotive purchasing  
community (Extensive report submitted).

QUARTER: 3 -----

QUARTER: 4 -----