

REPORT 4
89/10/10

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 :474-BELGRADE

010-MINE,METAL,MINERAL PROD & SRV
YUGOSLAVIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

VISIT TO THE 3 MAJOR INTERGRATED STEEL COMPANIES IN YUGOSLAVIA TO PROMOTE INCREASED SOURCING OF CANADIAN IRON ORE AND COKING COAL. THROUGH DIRECT CONTACT WITH CANADIAN COMPANIES ENCOURAGE INCOMING VISITS TO THE MARKETPLACE.

INCREASED CONTACTS WITH ASBESTOS IMPORTERS TO TRY TO RECAPTURE OUR TRADITIONAL MARKET SHARE. ENCOURAGE CANADIAN EXPORTERS TO VISIT THE MARKET.

CONTINUOUS MONITORING OF LOCAL SITUATION. GIVEN CURRENT SHORTAGE OF FOREIGN CURRENCY, THE OUTLOOK IN THE SHORT TERM FOR INCREASED SALES IS NOT OPTIMISTIC.

CONTINUED SUPPORT AND NOTIFICATION OF CANADIAN SUPLIERS CURRENT AND POTENTIAL.

ANTICIPATED RESULTS:

INCREASED PURCHASES OF CANADIAN COAL AND IRON ORE.

MORE AGRESSIVE MARKETING EFFORTS ON THE PART OF THE CANADIAN PRODUCERS AND INCREASED SALES OF CANADIAN ASBESTOS.

MAINTAIN MARKET SHARE..

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 Support Cdn cos bidding on RTB Bor's metallurgical & sulphuric oxide proj.- Encourage RTB Bor's visit to Cda before final decision made in tech purchase.- Evaluate market for mining equipment in general.

QUARTER: 4 Support to Canadian companies bidding on RTB Bor's and Majdenpek's metallurgical & mining development projects. Evaluate market for mining equipment in general.

QUARTERLY RESULTS REPORTED:

Frequent contact with RTB Bor,incl.organization of incoming buyers mission to Cda for 1st-hand look at Cdn techn. Ambassador hosted high-level Bor del.to further promote Cdn co techn. Preliminary preparation of mining eqpt mkt.study & prom

-Work with Dom. Eng., Howden for bid on Majdenpek flotation project. -Report on study for Yugo Fed'n of Iron/Steel Ind. distr. to Cdn cos. -Sem. org. on reverse drilling syst. for Drill Syst. Ltd. Approx. 30 attendees.