

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 :522-NEW DELHI

011-OIL & GAS EQUIPMENT, SERVICES
INDIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

DEVELOP HIGH PROFILE MARKETING CAMPAIGN IN INDIA & CANADA IN SUPPORT OF CIDA/EDC LINE OF CREDIT FOR OIL AND GAS SECTOR RECENTLY SIGNED.

SIGNIFICANT AND IMMEDIATE INCREASE IN ATTENTION ON CANADIAN CAPABILITY RESULTING IN INCREASED SALES.

PETRO-CANADA - OIL & NATURAL GAS COMMISSION MOU FOR TECHNICAL CO-OPERATION WITH OIL & GAS SECTOR (APPEARS TO LACK STRONG PETRO CANADA INTEREST).

WHEN SIGNED SIGNIFICANT INCREASE IN LINKS BETWEEN CANADIAN COMPANIES AND ONGC

IMPLEMENTATION OF PLAN TO ENCOURAGE MAJOR INDIAN OIL & GAS COMPANIES TO MAKE USE OF CIDA PROFESSIONAL DEVELOPMENT TRAINING FUND.

ENHANCED CONTACT BETWEEN INDIAN OIL OFFICIALS AND CANADIAN EXPERTISE. LONGER TERM COMMERCIAL BENEFITS WILL ACCRUE.

COMPILATION OF COMPREHENSIVE MARKET INFORMATION TOOL SPECIFICALLY FOR OIL & GAS SECTOR TO ENCOURAGE CDN COMPANIES TO CONSIDER INDIAN MARKET IN LIGHT OF RECENTLY SIGNED EDC/CIDA LINE OF CREDIT

DISSEMINATION OF BACKGROUND INFO ON NATURE & STRUCTURE OF ROBUST INDIAN PURCH. PROG. IN OIL & GAS SECTOR LEADING TO INCREASED ENQUIRIES FM CDA & INCREASED COMMERCIAL ACTIVITY.

CARRY OUT DETAILED REVIEW OF CDN GOVT SUPPORT TO THIS SECTOR TO DETERMINE IF THE HIGH LEVEL SUPPORT GIVEN OVER PAST YEARS IS PAYING SUFFICIENT DIVIDENDS.

RATIONALIZE RESOURCES AVAILABLE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Develop high profile mktg. campaign in India and Cda to support CIDA/EDC LOC for Oil & Gas Sector
2. Implement plan to encourage major Indian Oil & Gas co's to use CIDA Professional Development Training Fund

Initiatives made, more specifically at National Petroleum Show, Calgary in May '88 though LOC was formally signed later.

2. Being pursued with companies

QUARTER: 3 Develop high profile marketing campaign in India and Cda to support CIDA/EDC LOC for Oil & Gas Sector. Implement plan to encourage major Indian Oil & Gas companies to use CIDA Professional Development Training Fund.

Initiatives made & contracts have started being let under LOC. Four successful Seminars on gas were held in Delhi/Bombay/Madras in November 88
Being pursued with companies.

QUARTER: 4 -----