

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

PAGE : 41

POST : 532-MELBOURNE

008-TRANSPORT SYS, EQUIP, COMP, SERV.
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

POST HAS SENT REPORT ON TRUCK PARTS TO DRIEOTT AND IS IN THE
PROCESS OF FOLLOWING UP.

INCREASE NUMBER OF TRUCK PART FIRMS ACTIVE
IN AUSTRALIA.

POST IS UNDERTAKING A PRELIMINARY MARKET STUDY ON TRAILER PARTS
FOR DISSEMINATION TO CDN MFGS.

ENSURE THAT ALL CDN TRAILER PART MFGS ARE
REPRESENTED IN AUSTRALIA.

ASSISTANCE TO NEWLY APPOINTED CL215 REPRESENTATIVE IN SERIES OF
PROMOTIONAL FUNCTIONS IN POST TERRITORY.

TO ASSIST IN INITIAL MARKET PENETRATION FOR
CL215.

PREPARATION IN CONCERT WITH LOCAL REPRESENTATIVE, FOR DEMONSTRATION
TOUR OF CANADAIR CHALLENGER.

TO ASSIST IN MARKETING THE CHALLENGER IN
AUSTRALIA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----