

REPT40
90/01/23

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 :407-MADRID

004-DEFENCE PROGRAMS,PRODUCTS,SERV
SPAIN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTACTS WITH MOD PURCHASING DIRECTORATES,ASSOC OF DEFENCE
STIMULATE SPANISH DECISION-MAKERS TO CONSIDER CDW CO. AS

JOINT VENTURE PARTNERS ON NEW MAJOR DEVELOPMENT PROGRAMS.

ASSIST CANADAIR IN ITS EFFORTS TO CONVINCE FOREST PROTECT.
THERE IS POTENTIAL FOR \$100 MILLION SALE

ENCOURAGE SPANISH DEFENCE MANU. ASS. TO TAKE MISSION TO CDA
NEW INDUSTRIAL COOPERATION AGREEMENTS BETWEEN CDW AND

SPANISH CO.

PREPARE NEW MARKET GUIDE/CONTACT LIST FOR DISTRIB. AT HI-TEC
ASSIST 5 CDW COMPANIES TO FIND REPRESENTATION IN SPAIN

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -Canadair CL215 marketing supported during Min-
isterial Mission visit by Pres of Canadair
-Officer from post interviewed 50 cos at Hitec
Conference in Ottawa

-Negotiations appear promising for \$200 million
sale
-Many new leads generated. Canada now selling
helicopters to Spain

QUARTER: 2 -Arranged promotional Workshop for EDO Canada
Ltd. re sales of fuel tanks to Spanish Airforce
for F18.

-Appointment of ASSIL S.A. as agent.

QUARTER: 3 -----

QUARTER: 4 -----