

REPORT 4B
87/10/28

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

POST : 644-MEXICO

MEXICO

QUARTER: 1

003-GRAINS AND OILSEEDS

-DEVELOP PERSONAL CONTACTS WITH CONASUPO AND PRIVATE SECTOR IMPORTERS, LEARN ABOUT THEIR REQUIREMENTS AND ADVISE ON FINANCING.

SOLD 200,000 TONNES CANOLA DURING PERIOD TAKING LARGE SHARE OF MKT HELD BY USA SUNFLOWER SEED. SALES SHLD TOP \$100 MN FOR 87 (FM \$26 MN IN '86). LEARNED MEXICO WILL BE IMPRTG MILLING WHEAT & ARE WORKING TO OBTAIN SALES 2-400,000 TONNES

001-AGRI & FOOD PRODUCTS & SERVICE

-DEVELOP CONTACTS WITH LIVESTOCK BUYERS, ASSESS ETC. PROMOTE FOOD PRODUCTS WITH CONASUPO. CONTINUE CONTACTS WITH MEXICAN AUTHORITIES TO FACILITATE ENTRY OF CANADIAN SEED POTATOES.

NEGOT'G 3-5,000 HEAD OF HOLSTEINS WITH AB ASSOC. ADVISED CDC ON OBTAINING 2 YEAR SMP CONTRACT ALMOST READY FOR SIGNATURE. ESTABLISHED PROCEDURE TO OBTAIN GOM ACCEPTANCE OF INT'L DESEASE TOLERANCE & REGISTRATION OF CDN SEED POTATOE VARIETY

005-COMM. & INFORM. EQP. & SERV

-IDENTIFY CANADIAN SUPPLIER OF EQUIPMENT REQUIRED IN MEXICO AND STIMULATE AND ASSIST PROMOTIONAL EFFORTS. SUPPORT PROMOTION OF SPECTRUM MANAGEMENT.

ASSISTED IN PROMOTION OF X.25 DATA COMMUN'NS EQPT. (MINISTRY HAS PLACED ORDER) AND ARRANGED AGENCIES FOR MICROTEL AND NORSAT FOR SATELLITE TELECOMS EQUIPMENT. SNC HAS BASIC GOM ACCEPTANCE AND CONTRACT IS LIKELY.

008-TRANSPORT SYS, EQUIP, COMP, SERV.

-CONTINUE CONTACTS WITH DF, EDOMEX, GUADALAJARA & MONTERREY FOR URBAN TRANSIT EQPT./SERVICES. -MAINTAIN CONTACT WITH RR. -DEVELOP MARKET FOR AUTO INDUSTRY CAPITAL EQUIPMENT AND FOR COMPONENTS FOR AUTOMOTIVE MANUFACTURERS.

ASSISTED BOMBARDIER WITH PROGRAM OF VISITS TO 3 MAJOR URBAN CENTRES TO IDENTIFY MARKET OPPORTUNITIES. ADVISED CANACON REBIDDING GM DIESEL LOCOMOTIVE CONTRACT FOR RR. SUMMARY REPORT ON MARKET DONE.

010-MINE, METAL, MINERAL PROD & SRV

-WORK WITH ASBESTOS CEMENT INDUSTRY TO NEUTRALIZE TENDENCIES TO PROHIBIT USE. -WORK WITH SUPPLIERS TO PROMOTE EQUIPMENT SALES.

MAINTAINED REGULAR CONTACT WITH ASSOC'NS & MAJOR AC SUPPLIERS. SALES CONTINUE CONSTANT WITH CONSTRUCTION DOWNTURN. HAVE MET WITH MAJOR MINING CO MGRS & 2 OF MAIN EXPORTERS. MINING CO HAVE SENT OFFICIALS TO SEE EQUIP IN CANADA.

011-OIL & GAS EQUIPMENT, SERVICES

-DEVELOP CONTACTS WITH PEMEX BUYER AND MEXICAN PRIVATE OIL EQUIPMENT SECTOR.

SENT 2 PEMEX OFFICIALS TO INTERCAN '87. PEMEX PROPOSING TO SEND MISS. AT OWN COST TO GET DETAILS ON PIPELINE CONTROLS/TAR SANDS EXPLOITATION INTRODUCED THEN. ARRANGED FOR MEXICAN AGENT TO VISIT ALTA & FIND NEW PRINCIPALS.