

REPORT 4
88/10/21

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 : 645-SAN JOSE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

BRING UP TO DATE, AND COMPUTERIZE, OUR LISTING OF AGENTS/IMPORTERS/
DISTRIBUTORS OF AUTOMOTIVE PRODUCTS IN PANAMA.

TRACK RESULTS OF EXPOMOVIL 87- OUR FIRST MAJOR ATTEMPT TO MAKE
OURSELVES KNOWN IN THE MARKET.

ANTICIPATED RESULTS:

IMPROVED EXPORTER-IMPORTER MATCHING. IMPROVED
ABILITY TO ATTRACT NEW FIRMS TO THE MARKET.

GAIN INFO TO PERMIT DECISION WHETHER TO PAR-
TICIPATE IN FUTURE AUTO SHOWS. ASSESS WHICH
AUTOPRODUCTS ARE BEST SUITED TO PANAMA'S
MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 INCREASE INTEREST OF REGIONAL IMPORTERS/DISTRI-
BUTORS OF AUTOPARTS, FOR CANADIAN MADE PRODUCTS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

4 IMPORTANT AUTOPARTS DISTRIBUTORS FM PANAMA, EL
SALVADOR & HONDURAS WERE INVITED TO THE AUTOPAR-
TS SHOW IN MTL. GOOD RESULTS. GOOD CONTACTS MADE
. ACTIVE FOLLOW-UP OF CANADIAN PARTICIPATION IN
EXPOMOVIL.