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

POST : 519-SEOUL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
AUTOMOTIVE	
INCREASE LOCAL AWARENESS OF CDN AUTOMOTIVE PARTS SUPPLIERS THROUGH JOINT ACTIVITIES WITH THE KOREAN AUTOMOTIVE INDUSTRIES COOPERATIVE ASSOCIATION.	SUPPORT TO INCOMING PARTS MISSION NOV. 86. SIGNING OF FIRST TECHNICAL EXCHANGE/J.V. AGREEMENT IN THE AUTOMOTIVE SECTOR.
CONTINUE TO EXPAND CONTACTS WITH HYUNDAI, DAEWOO, KIA AND SSANGYONG DONG-A FOREIGN PROCUREMENT STAFF.	DIVERSIFICATION OF PARTS & COMPONENTS SOURCED IN CDA TO INCLUDE ELECTRONICS & PLASTICS AS WELL AS TRADITIONAL GLASS AND TIRES.
FOLLOW UP WITH KOREAN PARTS COMPANIES WHO PARTICIPATED IN NOV. 86 INCOMING AND OUTGOING MISSIONS.	IDENTIFY SHORTLIST OF KOREAN PARTS FIRMS WITH INTEREST & CAPABILITY TO INVEST OR ESTABLISH J.V. WITH CDN PARTS AND SUPPLIERS.
MONITOR CLOSELY THE DEVELOPMENT & IMPLEMENTATION OF THE KOREAN IMPORT SUBSTITUTION & FOREIGN SUPPLIER DIVERSIFICATION PROGRAM FOR AUTOMOTIVE COMPONENTS.	ENSURE CONTINUED ACCESS FOR EXISTING SUPPLIERS & PROVIDE BETTER INTELLIGENCE ON EMERGING OPPORTUNITIES FOR CDN PARTS AND SUPPLIERS.
SECTORAL INVESTMENT AND TECHNOLOGY EXCHANGE SEMINAR FOR AUTOMOTIVE PARTS.	INCREASED LOCAL AWARENESS OF CDN INVESTMENT OPPORTUNITIES AND TECHNOLOGY IN THE AUTOMOTIVE SECTOR.
ESTABLISH STRONGER BACKGROUND IN AND REPORT ON KOREAN INDUSTRIAL POLICY PARTICULARLY AS IT PERTAINS TO THE AUTOMOTIVE SECTOR.	IDENTIFY POLICY TRENDS & GOVERNMENT PROGRAMS WHICH CAN ASSIST CDN PARTS PRODUCERS IN ENTERING MARKET OR ESTABLISHING RELATIONSHIP WITH KOREAN PRODUCERS.
RAIL	
FOLLOW UP TO CDN PRESENTATION (JULY 86) ON LRC TECHNOLOGY TO DAEWOO & KOREAN RAILWAY.	SUSTAIN KOREAN INTEREST IN CANADIAN LRC TECHNOLOGY.
IDENTIFY SPECIFIC OPPS IN FIVE YEAR PLAN AND IN DISCUSSION WITH RAIL AUTHORITIES.	WIDEN POSSIBLE INCOMING MISSION ON LRC TO INCLUDE OTHER PRODUCTS.
CATALOGUE PRESENTATIONS TO VARIOUS RAIL AUTHORITIES.	OBTAIN DETAILED INFORMATION ON UPCOMING REQUIREMENTS.
CATALOGUE EXHIBIT FOR POTENTIAL AGENTS IN TRADE CENTER.	INCREASED AWARENESS AMONG AGENTS OF CANADIAN CAPABILITIES.