

REPORT 4
89/10/10

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

68

POST :644-MEXICO

010-MINE,METAL,MINERAL PROD & SRV
MEXICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MINERALS AND MINERAL PRODUCTS

MAINTAIN CONTACT WITH ABESTOS CEMENT INDUSTRY AND GOVERNMENT TO
(A) DETECT AND WORK TO NEUTRALIZE ANY TENDENCIES TO PROHIBIT
ASBESTOS (B) RETIAN SUPPORT ACTION AGAINST PROHIBITION IN USA.

DEFEND MARKET.

MONITOR PROCESS OF NEW THERMAL POWER PLANT BY REGULAR CONTACTS
WITH MICARE.

SHARE IN SUPPLY UP TO 4,000,000 TONS
(ANNUALLY)OF THERMAL COAL FOR NEW PLANT.

REVIEW WITH METALURGICAL AND THERMAL COAL BUYERS THEIR ACQUISITI-
ON AND SOURCING PLANS.

IDENTIFICATION OF WHAT CDN SUPPLIERS MUST DO
NOW TO OBTAIN THEIR SHARE OF COAL ORDERS.

REVIEW WITH SULPHUR BUYERS REASONS FOR IMPORTS AND PROSPECT FOR
FUTURE.

MAINTAIN SULPHUR SALES AT \$35 TO \$40 MILLION
ANNUALLY.

EQUIPMENT AND MACHINERY

FOLLOW UP OPPORTUNITIES IDENTIFIED DURING EDC VISIT, MINING SHOW
IN ACAPULCO AND IN VARIOUS CALLS.

INCREASED EQUIPMENT/SERVICE SALES.
\$2 TO 10 MILLION ANNUALLY.

DEVELOP ANNUAL SEMINAR CONCEPT.

BETTER CONTACTS WITH AND FEEDBACK FROM OPERA-
TIONAL EQUIPMENT USERS.

IN COOPERATION WITH MEXICAN MINES MINISTRY HELP CDN COMPANIES
PARTICIPATE IN MINE DEVELOPMENT PROJECTS, THIS INDIRECTLY
PROMOTING EQUI/SERVICE SALES.

JOINT VENTURE MINE PROJECT WITH SIGNIFICANT
CDN PROCUREMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 UNDERTAKE DETAILED MARKET STUDY OF OPPORTUNITIES

ASSISTED CONSULTANT TO DRIE TO MEET REPRESENTA-
TIVE SELECTION OF MEXICAN EXECUTIVES IN MINING
AND REGULATORY BODIES. DETAILED REPORT PRODUCED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----