

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:

ANTICIPATED RESULTS:

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

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

TRACK RESULTS OF EXPOMOVIL 87- OUR FIRST MAJOR ATTEMPT TO MAKE  
OURSELVES KNOWN IN 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:

QUARTERLY RESULTS REPORTED:

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

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.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Expand contacts among auto equipment importers.

Auto parts supply was highlighted during our  
participation at Expocomer 89, and several new  
imorters were identified, with good sales pros-  
pects.