

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 : 604-DALLAS

008--TRANSPORT SYS, EQUIP, COMP, SERV.  
UNITED STATES OF AMERICA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	PERIODIC MEETINGS WITH KEY TRANSIT STAFF AND BOARD MEMBERS IN AUSTIN, HOUSTON, NEW ORLEANS, CORPUS CHRISTI AND OTHERS TOTAL 6 PER YEAR	ONGOING MARKET INTELLIGENCE FOR GOVERNMENT/ INDUSTRY SOURCES.
	PARTICIPATION IN REGIONAL TRANSPORTATION CONFERENCES AND SEMINARS (SWTA, TXPT).	INCREASED EXPOSURE FOR CDN GOODS AND SERVICES
	ON GOING LIASON AND MEETINGS WITH DALLAS (DART) IN RELATION TO ANTICIPATED EQUIPMENT PURCHASES.	SALES AND FINACING OF CDN LIGHT RAIL EQUIPM- ENT AND SERVICES (APPROXIMATELY \$100 MILLION) IN THE MEDIUM TERM.
	TRADE SHOWS ARE A VITAL ELEMENT IN IDENTIFYING AND MAXIMIZING EXPOSURE TO BOTH DOMESTIC & FOREIGN CLIENTS. OUR ACTIVITIES WILL INCLUDE: PARTICIPATION OTC 88 WITH TARGET OF EXPANDING EXHIBITION PARTICIPATION TO MORE THAN 40.	TO IDENTIFY NEW & EXISTING PROJECTS WHERE CA- NADIAN MANUFACTURERS HAVE AN OPPORTUNITY TO BE ADDED TO THE QUALIFIED PARTS LIST.
	WORK BOAT SHOW PARTICIPATION TO INCLUDE 10 CANADIAN FIRMS. -A PROGRAM OF CALLS ON OFFSHORE DRILLING CONTRACTORS AND MULTINATIONAL OIL COMPANIES. -WE WILL BE CONCENTRATING ON OPPORTUNITIES IN THE PROPULSION.	TO INCREASE SALES AND AGENTS.
	PROGRAM OF CALLS ON THIRD COUNTRY PROCUREMENT OFFICES TO ENCOURAGE CANADIAN SOURCING.	TO INCREASE SALES AND AGENTS.
	POST INITIATED FAIRS AND MISSIONS ARE A MAJOR FACTOR IN MAXIMIZ- ING BUSINESS OPPORTUNITIES AND INDUSTRY EXPOSURE. NATIONAL BUS- INESS AIRCRAFT ASSOCIATION SHOW: OUR TARGET IS TO RECRUIT 8 NEW EXHIBITORS FROM CANADIAN INDUSTRY.	TO INCREASE SALES OF CANADIAN MANUFACTURED AIRCRAFT AND PARTS. INCREASE NUMBER OF CDN COMPANIES REPRESENTED IN THE TERRITORY.
	HELICOPTER ASSOCIATION INTERNATIONAL SHOW: OUR TARGET IS TO HAVE AT LEAST 10 NEW CDN EXHIBITORS FOR THIS SHOW. WE WILL BE MAKING A SERIES OF CALLS ON COMMERCIAL AEROSPACE MANUFACTURERS AND SUPPLIERS.	TO INCREASE THE NUMBER OF CANADIAN COMPANIES ON THE MANUFACTURERS SPECIFICATION SHEETS.
	PURCHASING AGENTS CONVENTION - WICHITA, KANSAS.	TO MEET THE MAJOR PURCHASING DECISION-MAKERS IN THE BUSINESS, DRAW UP A USEFUL AEROSPACE CONTACT LIST AND ADVISE CANADIAN COMPANIES OF CONTACTS AND OPPORTUNITIES.