

REPT4D  
90/04/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :427-MUNICH

008-TRANSPORT SYS,EQUIP,COMP,SERV.  
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

ASSIST CDN CO TO GAIN TUV APPROV & INTRODUCE PRODUCT.

B) SALES T.B.A.

A) TUV APPROVAL

LOBBY VW TO TRANSFER DIE CASTING TO CANADA.

CREATION OF UP TO 500 JOBS IN CANADA. SALES COULD REACH \$50M

ASSIST CDN CO TO PROMOTE BRAZING SYSTEM.

INCREASE SALES. ASSURE POSITION OF FRG MARKET.

I.A.A. SHOW IN FRANKFURT

PROMOTE OEM CANADIAN CAPABILITIES

ORGANIZE AUTO PARTS SALES MISSIONS.

INCREASE CANADIAN SALES IN THE FRG.

PROVIDE GUIDE ON HOW TO ACCESS FRG AUTO MFGRS.

USE IN APPROACHING & DEALING WITH FRG CAR MFGRS.

PROVIDE CANADIAN INDUSTRY WITH AN EFFECTIVE TOOL THEY CAN

THE GERMAN AUTO IND 1992. SUGGESTIONS ON HOW TO APPROACH IT

PROVIDE INFO ON POSSIBLE AFFECT 1992 ON FRG AUTO INDUSTRY.

AEROSPACE

INTROD. OF MICROWAVE LANDING SYST TO FRG AIRPORTS.

OPENING MARKET FOR MICROWAVE LANDING SYSTEMS.

REPORT ON GERMAN AEROSPACE MARKET

TIAL FOR CANADIAN EXPORTERS

INFORMATION ON STRUCTURE OF FRG AEROSPACE MARKET AND POTEN-

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Participation at the International Automotive Fair (IAA) Frankfurt  
Automotive parts suppliers' sales mission to OEM's.

First Cdn participation at the IAA. 4 cos successfully introduced to the int'l mkt. Each co made contact w/potential buyers, agents & j-v partners. - Mission called on 5 German automotive firms, i.e. BMW, Daimler-Benz, Volkswagen-Audi, Opel