

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 : 602-CHICAGO

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

CONTINUE TO DEVELOP KEY CONTACTS IN AFTERMARKET DISTRIBUTION NETWORK AND ENCOURAGE THEM TO DEAL WITH CANADIAN FIRMS.

15 NEW AGENTS OR REPS FOR CANADIAN COMPANIES.

ENCOURAGE US COMPANIES TO INCREASE THEIR AFTERMARKET PROCUREMENT FROM CANADA AND ADD NEW CANDIAN LINES.

\$5M NEW BUSINESS PER YEAR.

IDENTIFY PURCHASING DECISION MAKERS IN NEW DIAMOND-STAR MOTORS CORP. AND ENCOURAGE THEM TO DEAL WITH CANADIAN SUPPLIERS.

\$5M TO \$10M NEW BUSINESS ANNUALLY

URBAN TRANSIT

PREPARE MARKET REPORT ON URBAN TRANSIT MARKET FOCUSING ON NON-VEHICLE PROCUREMENT

\$2 MIL. NEW BUSINESS OVER 2 YEARS.

MONITOR AND PREPARE STATUS REPORTS ON LIGHT RAIL PROJECTS IN ST. LOUIS AND MILWAUKEE.

\$35 MIL. SALE IN 3 YEARS.

MONITOR CHICAGO TRANSIT AUTHORITY PLANNED PROCUREMENT OF HEAVY RAIL CARS AND KEEP UTDC AND BOMBARDIER APPRISED.

\$100 MIL. SALE OPPORTUNITY NEXT 2 YEARS.

MARINE INDUSTRIES

MARKET GUIDE OUTLINING DISTRIBUTION CHANNELS, AGENTS AND DISTRIBUTORS FOR CANADIAN EXPORTERS.

10 CDN. COS TO APPOINT NEW AGENTS AND DISTRIBUTORS.  
\$300,000 NEW BUSINESS INFLUENCED.  
6 PROGRAMMED OUTCALLS.

AEROSPACE

CONTINUE FOLLOW-UP THOSE US CO PARTICIPANTS AT US/CDN AEROSPACE SEMINAR HELD IN ST. LOUIS DECEMBER, 1985 OFFERING POSSIBLE FUTURE BUSINESS DEVELOPMENT OPPORTUNITIES.

2M ADDITIONAL EXPORTS.

CONTINUE TO WORK WITH MAJOR PRIME CONTRACTS.

INCREASE CDN PROCUREMENT BOTH QUANTITATIVELY AND QUALITATIVELY.

CONCENTRATE EFFORT ON SECOND AND THIRD-TIER COMPANIES.

CONSIDER CDN SOURCES OF SUPPLY.