

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 :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:AUTOMOTIVE

PRODUCTION AND PUBLICATION OF QUARTERLY NEWSLETTER
TO INFORM CANADIAN INDUSTRY OF MISSION ACTIVITIES & VIEW-

POINTS PERTAINING TO THE AUTOMOTIVE SECTOR

CLOSE LIAISON WITH APMA OF CANADA

PROMOTE THE MARKETING EFFORTS OF CDN PARTS PRODUCERS

ENHANCE RELATIONS BETW SR. GOV'T OFF & AUTO CO. IN TERRITORY
BETTER UNDERSTANDING OF U.S. INDUSTRY CONCERNS.

ANNUAL APMA OF CANADA DIRECTORS' MEETING IN DETROIT
PROMOTE IMPORTANCE OF U.S. MARKET TO APMA MEMBERS.

LIAISON WITH UNIVERSITY OF MICHIGAN, DEPT. OF TRANSPORT
BUILD A WORKING RELATIONSHIP WITH THIS PRESTIGIOUS BODY AND

SHARE WITH THEM A CDN PERSPECTIVE OF THE AUTO INDUSTRY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Attended Annual Apma of Canada meeting in
Toronto.

Met with many parts producers and manufacturers
and promoted the aspect of being able to assist
them with market intelligence and manufacturers
representatives in our territory.

QUARTER: 2 Attended University of Michigan Automotive
Management Seminar in Traverse City, Michigan.

Liaised with executives (both U.S. and Cdn) of
auto industry who were in attendance at
seminars. Promoted the capabilities of Canadian
parts industry to U.S. automotive purchasing
community (Extensive report submitted).

QUARTER: 3 a) Organized the APMA Regional Directors Meeting
where Amb. Burney addressed group.
b) Also organized U.S./Canada Customs seminar.

124 people attended the APMA function from the
auto parts & assemblers community. There were
109 people in attendance at the Customs Seminar.
Both functions afforded an excellent forum to
network & discuss items of mutual concern.

QUARTER: 4 SAE 1990 - 8 companies & 2 assoc. participated
in Canada booth exhibiting their products and
capabilities. We also had in excess of 300
people at our investment seminar held at Cobo
Hall.

Many leads and contacts were made by the
companies who participated in the trade show
booth. Also, seminar was excellent opportunity
for us to network most effectively.