

REPORT 4
88/03/16

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 : 347-RIYADH

008-TRANSPORT SYS, EQUIP, COMP, SERV.
SAUDI ARABIA

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PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

REINFORCE THE CDN REPUTATION AS A LEADER IN THE AUTOMOTIVE IND BY INTENSIFYING THE PUBLICITY.

INCREASE THE CDN SHARE OF THE MARKET.

ENCOURAGE CDN PARTS COY TO ESTABLISH JT V PARTS DISTRIBUTION CENTRES.

INCREASED SALES

IDENTIFY & INTRODUCE CDN FIRMS TO THE MINISTRY OF INDS & PRIVATE FIRMS AS PROSPECTIVE PARTNERS FOR AUTO PARTS ASSEMBLY.

ESTABLISHMENT OF LONG TERM CDN SALES PRESENCE IN AN INCREASINGLY PROTECTIST MARKET.

INITIATE MARKETING OF TRUCK PARTS FOR MILITARY VEHICLES MARKET BY IDENTIFYING CLIENT REQUIREMENTS & PRINCIPAL SAUDI MAINTENANCE SUBCONTRACTORS.

PENETRATE MAJOR MILITARY MARKETS FOR FIRST TIME.

AEROSPACE

PROMOTION OF AVELEX/ARABASCO AGENCY AGREEMENT

0.5 MILLION SERVICES/PARTS WORK

PRESENTATION OF DASH 7/DASH 8 ROUTE STUDY TO SAUDI AIRLINES

LEASE OF DASH 7 - VALUE \$1 MILLION

CONVERT CURRENT LEASE OF VIP CHALLENGER 601 INTO PURCHASE AGREEMENT.

VALUE \$ 12 MILLION

DEMONSTRATION OF DASH 7 TO SAUDI

SALE OF TWO UNITS. PROBABILITY OF SUCCESS 30% - VALUE \$20 MILLION

PRESENTATION OF DASH 8 MONITORING SURVEILLANCE PACKAGE

SALE OF TWO UNITS - VALUE \$20 MILLION. PROBABILITY OF SUCCESS 40%.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ENCOURAGE CDN AUTO PARTS CO'S TO ESTABLISH SAUDI /CDN AUTO PARTS DISTRIBUTION CENTERS THROUGHOUT THE KINGDOM.

IDENTIFIED AND INTRODUCED SIYANAH OF RIYADH AS PROSPECTIVE PARTNER TO CDN TEAM. SAUDI PARTNERS WILL VISIT CANADA IN JULY TO FINALIZE THE DEAL.

QUARTER: 2 FOLLOW UP ON JOINT VENTURE TO IMPORT AUTOPARTS FROM CANADA.

VISITED NEW J-V PREMISES. MET CANADIAN ADVISOR.

QUARTER: 3 INCREASE AWARENESS OF CDN CAPABILITIES IN AUTO-PARTS SECTOR.

CONTACT ESTABLISHED WITH LOCAL COMPANY WITH PARTICULAR INTEREST IN NORTH AMERICA SPARE PARTS FOR PASSENGER VEHICLE.

QUARTER: 4 -----