

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

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

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

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

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

INCREASE THE CDN SHARE OF THE MARKET.

INCREASED SALES

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

PENETRATE MAJOR MILITARY MARKETS FOR FIRST TIME.

AEROSPACE

PROMOTION OF AVELEX/ARABASCO AGENCY AGREEMENT

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

CONVERT CURRENT LEASE OF VIP CHALLENGER 601 INTO PURCHASE AGREEMENT.

DEMONSTRATION OF DASH 7 TO SAUDI

PRESENTATION OF DASH 8 MONITORING SURVEILLANCE PACKAGE

0.5 MILLION SERVICES/PARTS WORK

LEASE OF DASH 7 - VALUE \$1 MILLION

VALUE \$ 12 MILLION

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

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.

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

QUARTER: 3 -----

QUARTER: 4 -----

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

VISITED NEW J-V PREMISES. MET CANADIAN ADVISOR.