

REPORT 4
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :645-SAN JOSE

008-TRANSPORT SYS,EQUIP,COMP,SERV.
PANAMA

<p>PLANNING: ACTIVITIES PROPOSED IN POST PLAN:</p> <p>BRING UP TO DATE,AND COMPUTERIZE,OUR LISTING OF AGENTS/IMPORTERS/ DISTRIBUTORS OF AUTOMOTIVE PRODUCTS IN PANAMA.</p> <p>TRACK RESULTS OF EXPOMOVIL 87- OUR FIRST MAJOR ATTEMPT TO MAKE OURSELVES KNOWN IN THE MARKET.</p>	<p>ANTICIPATED RESULTS:</p> <p>IMPROVED EXPORTER-IMPORTER MATCHING. IMPROVED ABILITY TO ATTRACT NEW FIRMS TO THE MARKET.</p> <p>GAIN INFO TO PERMIT DECISION WHETHER TO PAR- TICIPATE IN FUTURE AUTO SHOWS. ASSESS WHICH AUTOPRODUCTS ARE BEST SUITED TO PANAMA'S MARKET.</p>
--	---

<p>TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:</p> <p>QUARTER: 1 INCREASE INTEREST OF REGIONAL IMPORTERS/DISTRI- BUTORS OF AUTOPARTS, FOR CANADIAN MADE PRODUCTS.</p> <p>QUARTER: 2 -----</p> <p>QUARTER: 3 -----</p> <p>QUARTER: 4 -----</p>	<p>QUARTERLY RESULTS REPORTED:</p> <p>4 IMPORTANT AUTOPARTS DISTRIBUTORS FM PANAMA,EL SALVADOR & HONDURAS WERE INVITED TO THE AUTOPAR- TS SHOW IN MTL. GOOD RESULTS. GOOD CONTACTS MADE .ACTIVE FOLLOW-UP OF CANADIAN PARTICIPATION IN EXPOMOVIL.</p>
--	---