

REPORT 4
88/02/02

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

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POST : 423-BONN

008-TRANSPORT SYS, EQUIP, COMP, SERV.
GERMANY WEST

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

INCREASE AWARENESS BY DISTRIBUTION OF (NEW) PR MATERIAL TO GERMAN
CAR PARTS IMPORT CONSORTIUMS.

MORE SALES.

INCREASE FOREIGN AWARENESS OF CANADIAN INTERNATIONAL AUTOMOTIVE
SHOW (ORGANIZED BY AIA).

MORE SALES.

PROVIDE INPUT FOR ASSESSMENT OF QUESTION, IF CANADIAN CAR PART
MANUFACTURERS, INSTEAD OF EXPORTING EX CANADA, SHOULD NOT HAVE OWN
DISTRIBUTING AGENT IN FRG.

CLOSER VICINITY TO MARKET/CONSTANT REPRESENTATION
COULD RESULT IN HIGHER SALES ON AFTER-
MARKET AND POSSIBLY TO CAR MANUFACTURERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 (A) TRANSFER OF AUTO AFTERMARKET SECTOR TO MUN-
ICH. (B) CANADAIR CHALLENGER AFTER SALES SUPPORT
& MAINTENANCE LIAISON. (C) REPORTING ON EUROPEAN
AIRCRAFT INDUSTRY AND TRANSPORTATION POLICY.

(A) PHASE IN PERIOD UNDERWAY; INFORMATION ON
DISTRIBUTORS/WHOLESALERS FORWARDED TO POST.
(B) INITIAL CONTACTS ESTABLISHED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----