

REPORT 4
89/10/10

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 :511-KUALA LUMPUR

007-POWER & ENERGY EQUIP. & SERV.
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ASSIST CDN COS BIDDING ACCELERATED TRANSMISSION PROJ.& VARIOUS
PROJS.FUNDED UNDER ADB & IBRD.

ESTABLISH INITIAL CDN EQPT SALES IN POWER
SECTOR.CDN CONSORTIUM AWARDED CONSULTING
CONTRACT FOR 275KV TRANSMISSION PROJ.

SUPPORT AECL MARKETING INITIATIVES WITH PUSPATI RELATED TO TENDER
FOR FOOD IRRADIATOR & COBALT 60 SALES

AECL AWARDED GAMMA IRRADIATOR CONTRACT

PROMOTE CANADIAN COAL SUPPLIERS WITH NEB

NEB TO PURCHASE 10% OF COAL REQUIRMENTS FOR
PORT KLANG THERMAL POWER PLANT FROM CDA

FOLLOW UP WITH PARTICIPANTS ON ASEAN POWER TRANSMISSION & DIST.
MISSION TO CDA TO IDENTIFY SALES PROSPECTS WITH MOST PROMISE.
ENCOURAGE MORE PRO ACTIVE MARKETING BY CDN SUPPLIERS.

GREATER KNOWLEDGE OF MALAYSIAN MKT. BY CDN.
SUPPLIERS;AT LEAST 4 CDN COS WHO PARTICIPATED
IN INCOMING MISSION VISIT MALAYSIA.

PRIORITY TRADE PROMOTION ACTIVITIES TO MARKET CDN CAPABILITIES
WITH SABAH ELECT BD(SEB) & SARAWAK ELECT SUPPLY CORP.(SESCO)

TRADE COMMISSIONER TO VISIT SEB,SESCO & LOCAL
INDUSTRY TO IDENTIFY NEW PROJS.;CDN COS INCL
MEETINGS WITH SERB,SESCO DURING VISITS TO
MALAYSIA.

PROMOTE INFORMATION EXCHANGE BETWEEN CDN & MALAYSIAN UTILITIES
RELATED TO REGULATORY POLICIES,OPERATIONS,HUMAN RESOURCE DEV
ETC.

INCREASE MALAYSIAN FAMILIARITY WITH PROV.
UTILITIES LEADING TO INSTITUTIONAL CO-OP
& SALE OF SERVICES.{OPERATIONAL,MAINTENANCE,
TRAINING}

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ENCOURAGE MORE PROACTIVE MARKETING BY CDN EQUIP
AND SERVICES SUPPLIERS;FOCUS TRADE PROMOTION EF-
FORT ON SABAH & SARAWAK ELECTRICITY CORPNS;SUP-
PORT AECL MARKETING ACTIVITIES WITH PUSPATI;PRO-
MOTE STRONGER BILATERAL RELATIONS IN ENERGY SECT

10 CO ELECTRICAL EQUIP MISSION SCHEDULED FOR
SEPT;NEGOTIATIONS UNDERWAY WITH HQI FOR \$1MN EN-
GINEERING SERVICES FOR SABAH SCADA SYSTEM;AECL
AWARDED \$1MN CONTRACT FOR GAMMA IRRADIATOR;MLSIA
ENCOURAGED TO PARTICIPATE IN WEC 89 IN MTL.

QUARTER: 2 -----

QUARTER: 3 Identify upcoming projects to be financed by ADB
and IBRD;market Canadian capability with Sabah
and Sarawak State govts; promote Mlsian partici-
pation at WEC 89 in Montreal.

IBRD tenders supplied to Markham & Trench & both
to bid;HQI awarded \$600,000 scada syst. contract
with SEB;Ont Hydro awarded \$350,000 contract w/
Sesco;alerted Cdn suppliers to solar power pilot
proj in Sabah,Post briefed WEC Mlsia comm./conf.