

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 :605-DETROIT

008-TRANSPORT SYS,EQUIP,COMP,SERV.

UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

REVIEW AND INTERVIEW AGENTS/REPS FOR THE AUTOMOTIVE SECTOR.

ACQUIRE A "SHORT LIST"OF QUALITY REPRESENTA-
TIVES FOR USE BY CANADIAN FIRMS IN MICHIGAN/
INDIANA

DIRECT INVOLVEMENT BY OFFICIALS FROM OTTAWA TO VISIT WITH SENIOR
MANAGEMENT OFFICERS OF THE MAJOR AUTOMOTIVE MANUFACTURERS IN OUR
TERRITORIES.

DELIVER INFORMATION PERTAINING TO CANADA'S
AUTOMOTIVE STRATEGY AND TRADE POLICIES IN
LIEU OF LEARNING SAME FROM CANADIAN SUBSIDAI-
RIES.

ISSUANCE OF "AUTOMOTIVE NEWSLETTER" (QUALTERLY) WITH DISTRIBUTION
UP TO 600 CANADIAN PARTS AND COMPONENT MANUFACTURERS.

KEEP CANADIAN INDUSTRY ADVISED OF NEW DEVELO-
PMENTS IN TERRITORY.

ENHANCED LIAISON WITH PARTS MANUFACTURERS, SUPPLIERS AND
OEM'S AS WELL AS ASSOCIATIONS WITHIN OUR TERRITORY.

ALLOW U.S. INDUSTRY AN UNDERSTANDING AND KNO-
WLEDGE OF CANADIAN POLICIES (TRADE) AND AUTO-
MOTIVE STRATEGIS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 VISITATIONS OF OFFICIALS FM OTTAWA TO SENIOR
MANAGEMENT OFFICIALS OF THE AUTO INDUSTRY.
ENHANCE LIAISON WITH MAJOR PARTS SUPPLIERS TO
AUTO INDUSTRY IN TERRITORY.

DIR. OF GSTM MET W/OFFICIAL OF GM & FORD WHERE
POLICY DISCUS'NS REGARDING FREE TRADE & THE AUTO
PACT TOOK PLACE.EXCEL. COOP'N & INFO GAINED FROM
OEM'S. PART'D IN CORP. LIAISON VISIT W/PRES.,CEO
OF LIBBEY-OWENS-FORD,AS WELL AS E.V.P.MKTG./SALE

QUARTER: 2 Planned an inc. mission of 5 major steel produc-
ers to visit Paling Heavy Transporters Inc.,
Hamilton, Ont. 2. Particip. in sev. Free Trade
Promo's in Cda-promoting methods Cdn co's can
use for exprtng thr prod's to Michigan &Indiana

Very success. promo. Appears at this pnt may be
optimism of sale of vehicle \$750,000 Cdn to one
of parties in attendance. 2. Sev. inquir. from
co's in attend. recvd. One rep assigned to one
firm in attend. & buying connection already made

QUARTER: 3 -----

QUARTER: 4 -----