

REPORT 4
87/09/25

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

PAGE : 76

POST : 407-MADRID

016-INDUSTRIAL MACHIN, PLANTS, SERV.
SPAIN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ESTABLISH DIRECT CONTACT WITH MAJOR LOCAL COS. IN SECTOR TO
INTRODUCE CDN EXPERTISE AND EQUIPMENT TO THEM.

CONDUCT A MARKET SURVEY TO IDENTIFY SPECIFIC SUBSECTORS OFFERING
MARKET OPPORTUNITIES FO CDN FIRMS. DISSEMINATE IT TO TRADE ASSOC.
AND TRADE PUBLICATIONS.

ANTICIPATED RESULTS:

STIMULATE ENOUGH INTEREST TO ARRANGE MARKET
VISITS TO AND FROM CANADA AIMED AT INDUSTRIAL
COOP AND TRANSFER OF TECHNOLOGY.

ATTRACT 5 NEW CDN COMPANIES TO THE SPANISH
MARKET.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 HAD ORGANIZED MISSION TO CANADA BY MONDRAGON
GROUP IN JUNE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

MISSION POSTPONED AT LAST MOMENT BY MONDRAGON
UNTIL FALL.