

REPORT 4B
87/10/28

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

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

POST : 644-MEXICO

MEXICO

QUARTER: 1

003-GRAINS AND OILSEEDS

-DEVELOP PERSONAL CONTACTS WITH CONASUPO AND
PRIVATE SECTOR IMPORTERS, LEARN ABOUT THEIR
REQUIREMENTS AND ADVISE ON FINANCING.

SOLD 200,000 TONNES CANOLA DURING PERIOD TAKING
LARGE SHARE OF MKT HELD BY USA SUNFLOWER SEED.
SALES SHLD TOP \$100 MN FOR 87 (FM \$26 MN IN
'86). LEARNED MEXICO WILL BE IMPRTG MILLING WHEAT
& ARE WORKING TO OBTAIN SALES 2-400,000 TONNES

001-AGRI & FOOD PRODUCTS & SERVICE

-DEVELOP CONTACTS WITH LIVESTOCK BUYERS, ASSESS
ETC. PROMOTE FOOD PRODUCTS WITH CONASUPO.
CONTINUE CONTACTS WITH MEXICAN AUTHORITIES TO
FACILITATE ENTRY OF CANADIAN SEED POTATOES.

NEGOT'G 3-5,000 HEAD OF HOLSTEINS WITH AB ASSOC.
ADVISED CDC ON OBTAINING 2 YEAR SMP CONTRACT AL-
MOST READY FOR SIGNATURE. ESTABLISHED PROCEDURE
TO OBTAIN GOM ACCEPTANCE OF INT'L DESEASE TOLE-
RANCE & REGISTRATION OF CDN SEED POTATOE VARIETY

005-COMM. & INFORM. EQP. & SERV

-IDENTIFY CANADIAN SUPPLIER OF EQUIPMENT
REQUIRED IN MEXICO AND STIMULATE AND ASSIST
PROMOTIONAL EFFORTS. SUPPORT PROMOTION OF
SPECTRUM MANAGEMENT.

ASSISTED IN PROMOTION OF X.25 DATA COMMUN'NS
EQPT. (MINISTRY HAS PLACED ORDER) AND ARRANGED
AGENCIES FOR MICROTEL AND NORSAT FOR SATELLITE
TELECOMS EQUIPMENT. SNC HAS BASIC GOM ACCEPTANCE
AND CONTRACT IS LIKELY.

008-TRANSPORT SYS, EQUIP, COMP, SERV.

-CONTINUE CONTACTS WITH DF, EDOMEX, GUADALAJARA
& MONTERREY FOR URBAN TRANSIT EQPT. /SERVICES.
-MAINTAIN CONTACT WITH RR. -DEVELOP MARKET FOR
AUTO INDUSTRY CAPITAL EQUIPMENT AND FOR COM-
PONENTS FOR AUTOMOTIVE MANUFACTURERS.

ASSISTED BOMBARDIER WITH PROGRAM OF VISITS TO 3
MAJOR URBAN CENTRES TO IDENTIFY MARKET OPPORTU-
NITIES. ADVISED CANACON REBIDDING GM DIESEL
LOCOMOTIVE CONTRACT FOR RR. SUMMARY REPORT ON
MARKET DONE.

010-MINE, METAL, MINERAL PROD & SRV

-WORK WITH ASBESTOS CEMENT INDUSTRY TO NEUTRA-
LIZE TENDENCIES TO PROHIBIT USE. -WORK WITH
SUPPLIERS TO PROMOTE EQUIPMENT SALES.

MAINTAINED REGULAR CONTACT WITH ASSOC'NS & MAJOR
AC SUPPLIERS. SALES CONTINUE CONSTANT WITH CONST-
RUCTION DOWNTURN. HAVE MET WITH MAJOR MINING CO
MGRS & 2 OF MAIN EXPORTERS. MINING CO HAVE SENT
OFFICIALS TO SEE EQUIP IN CANADA.

011-OIL & GAS EQUIPMENT, SERVICES

-DEVELOP CONTACTS WITH PEMEX BUYER AND MEXICAN
PRIVATE OIL EQUIPMENT SECTOR.

SENT 2 PEMEX OFFICIALS TO INTERCAN '87. PEMEX
PROPOSING TO SEND MISS. AT OWN COST TO GET
DETAILS ON PIPELINE CONTROLS/TAR SANDS
EXPLOITATION INTRODUCED THEN. ARRANGED FOR MEXI-
CAN AGENT TO VISIT ALTA & FIND NEW PRINCIPALS.