

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

POST : 637-SAO PAULO

016-INDUSTRIAL MACHIN, PLANTS, SERV.
BRAZIL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ONGOING EFFORTS TO HELP SEVERAL FIRMS CONCLUDE ADDITIONAL SALES OF MACHINERY.

\$2 TO 5 MILLION OVER THE NEXT THREE YEARS.

ONGOING EFFORTS TO ASSIST SEVERAL FIRMS TO CONCLUDE LICENSING/ JOINT VENTURE/TECHNOLOGY TRANSFER.

CONCLUSION OF TWO OR THREE JV/TT/LICENSING ARRANGEMENTS.

CONTINUE TO SEEK TO IDENTIFY SELECTIVE MARKET NICHES FOR SPECIALIZED MACHINERY FROM CANADA.

IDENTIFICATION OF 2 OR 3 OPPORTUNITIES FOR SALES OR INDUSTRIAL COOPERATION.

PREPARE REPORT ON MATERIAL HANDLING LABELLING AND PACKAGING MACHINERY SECTORS.

SUPPORT PROMOTIONAL ACTIVITY (E. G. MISSION) IN THIS SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 IDENTIFY SELECTIVE MARKET NICHES FOR SPECIALIZED MACHINERY.

IDENTIFIED POSSIBLE TRANSFER OF PVC PROCESSING TECHNOLOGY (SYNERGISTIC), CRUSHING MACHINERY (SP-CRAFT), PACKAGING MACHINERY (LARGEN), WINCHES (PULMASTER), SHREDDING MACHINERY (SCHREDTECH).

QUARTER: 2 A) FOLLOW-UP ON CONTACTS INITIATED BY POST WITH ABIMAQ RE JV PROGRAM FUNDED BY UNIDO; B) INITIATE INFO GATHERING PROCESS TO EVENTUALLY PRODUCE SECTORAL REPORTS ON MAT. HANDLING, PACKAGING, LABELLING SECTORS; C) FOLLOW-UP ONGOING ACTIVITIES

A) AWAITING RESPONSE FR H. Q. IN OTTAWA; B) IN PROGRESS; C) AMSTRONG MADE SMALL SALE, G. KELK IDENTIFIED NEW POTENTIAL SALES DURING VISIT AND AERODAT & QUESTOR SURVEYS IDENTIFIED POTENTIAL PARTNERS.

QUARTER: 3 ORGANIZE VISIT OF TWO TRADING HOUSE MISSION MEMBERS IN THIS AREA. CONTINUED ASSISTANCE TO EXISTING AND NEW EXPORTERS.

SEVERAL 2/3 WAY TRADING OPPORTUNITIES IDENTIFIED. MARKET SURVEYS FOR SHAWBEC, HOWDEN, ARMSTRONG; & INFO TO ONT. GOV'T RE MINING MACHINERY MCELHANEY TO BID ON INCRA PROJECT.

QUARTER: 4 PREPARE MARKET REPORT ON MINING EQUIPMENT/SERVICES IMPORTS. (2) EXPAND CONTACTS WITH TRADE ASSOCIATIONS. (3) SURVEYING BIOTECHNOLOGY ACTIVITIES IN BRAZIL.

ASSISTED SPECIAL CONSULTANT ENGAGED BY DEPT. TO ASSESS MKT OPPORT. IN MINING SECTOR TO GATHER DATA/INFO. REPORT WILL BE SUBMITTED TO EXTOTT/LCT BY CONSULTANT. (2) CALLED ON ABIMAQ, QBIQUIM, ETC. AND ATTENDED SEVERAL FAIRS TO GATHER INFO/