

REPORT 4
88/03/16

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 : 403-ROME

010-MINE, METAL, MINERAL PROD & SRV
ITALY

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PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

MAJOR CUSTOMER FOR CDN COAL IS LOCATED IN ROME. RENEW CONTACTS WITH PURCHASING DEPT, ENEL PROVIDE UP TO DATE OFFERS ON CDN COAL IN TERMS OF PRICES AND SPECIFICATIONS.

RENEW OUR REQUEST TO CDN COAL ASSOCIATION OF CDA TO MOUNT SALES MISSION TO ITALY, INCLUDING NEARBY POTENTIAL MARKETS TO REDUCE OVERALL COST OF SUCH AN UNDERTAKING.

CONTINUE TO ASSIST CDN ASSOCIATION AND ITLN ASSN OF ASBESTOS PRODUCTS MANUFACTURERS WITH PROBLEMS OF ACCESS AND TO ENCOURAGE SUPPORT OF ITALY IN THE INTERNATIONAL FORUM IN THE CONTINUED INTERNATIONAL TRADE IN THIS COMMODITY.

ANTICIPATED RESULTS:

WITH POLITICAL AND ECONOMIC DIFFICULTIES IN SOUTH AFRICA PARTIALLY REPLACE THIS COUNTRY AS SUPPLIER. CDN SALES \$20 M IN 1987.

ESTABLISHMENT OF CANADA AS A NEW AND LONG TERM SUPPLIER OF COAL TO ITALY.

MAINTAIN TRADITIONAL SALES OF CDN ASBESTOS FIBRES TO ITALY.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 PURSUIT OF OPPORTUNITIES ON ITALIAN MARKET FOR COAL, ASBESTOS, GRANITE.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

GIVEN COMMITMENTS IN OTHER SECTORS, TIME DID NOT PERMIT SIGNIFICANT PROGRESS IN THE MINERALS SECTOR.