REPORT 4
88/10/21

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 : 473-BUDAPEST

011-OIL & GAS EQUIPMENT, SERVICES
HUNGARY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

CANADIAN COMPANIES HAVE RECENTLY BECOME VERY AGGRESSIVE IN THIS SECTOR & MANY ARE ACTIVELY INVESTIGATING THE PROSPECTS OF WORKING MORE CLOSELY WITH HUNGARIAN EQUIPMENT MANUFACTURERS.

WE WILL CONTINUE ENCOURAGING CDN COS TO CONSIDER THE BENEFITS OF APPROACHING THIS & THIRD COUNTRY MARKETS WITH HUNGARIAN MANUFACTURERS AS WELL AS TO INVESTIGATE THE PROSPECTS OF ESTABLISHING A SHARED CANADIAN MARKETING OFFICE HERE.

ANTICIPATED RESULTS:

WE EXPECT TO SEE A STEADY INCREASE IN CDN SALES IN THIS SECTOR POTENTIAL $ 5 MILLION.

IT IS HOPED THAT THE ESTABLISHMENT OF MORE PERMANENT MKTG CONNECTIONS HERE WILL ENABLE THEM TO COMPETE MORE EFFECTIVELY AGAINST THEIR WEST EUROPEAN BASED COMPETITORS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 RECRUIT HUNGARIAN VISITORS FOR THE NATIONAL SHOW.

QUARTER: 1 SUPPORT CANADIAN EFFORTS TO SECURE VARIETY OF CONTRACTS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

FOUR SENIOR HUNGARIAN OIL AND GAS EXPERTS VISITED NPS.

POST PROVIDES DIRECT SUPPORT TO BAILEY CONTROLS, FINE CHEMICALS WORLD BANK PROJECT BID.