

REPORT 4
88/02/02

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

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POST : 403-ROME

008-TRANSPORT SYS, EQUIP, COMP, SERV.
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

URBAN TRANSIT

FOLLOW UP TO FORMICA MISSION TO CANADA THAT INCLUDED SEVERAL ITALIAN FIRMS IN TRANSPORTATION SECTOR.

JOINT VENTURES ESPECIALLY FOR PROJECTS IN THIRD MARKETS. SALE OF COMPONENTS AND TECHNOLOGY.

SPECIAL PROMOTION WITH ITLN DEPT. OF AGRICULTURE IN CONJUNCTION WITH LOCAL AGENT OF CANADIAR OF CDN FIRM'S WATERBOMBERS.

SALE OF TWO ADDITIONAL WATERBOMBERS TO ITALY IN 1987.

PROVISION OF PRICING & TECHNICAL INFORMATION TO ITLN CONSTRUCTION AND ENGINEERING COMPANIES, ESPECIALLY THOSE ENGAGED IN OVERSEAS WORK

SALE OF TWO HYSTAR AIR SHIPS FOR AERIAL SURVEY & CONSTRUCTION WORK ON OVERSEAS PROJECTS BEING HANDLED BY ITLN FIRMS.

ONE MAJOR CDN TRANSPORTATION FIRM IS A KEY TO FURTHER PROMOTION IN THIS SECTOR. THEY ALREADY HAVE SOME CORPORATE LINKS WITH ITLN FIRMS. ENCOURAGE & ORGANIZE VISIT TO ITALY OF SENIOR EXECUTIVES FOR FURTHER DISCUSSIONS HERE.

JOINT VENTURES FOR PROJECTS IN ITALY AND THIRD MARKETS. SALE OF COMPONENTS & KNOWHOW FROM CANADA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A) PROMOTION OF SALE OF TWO ADDITIONAL CANADAIR H2O BOMBERS AND HYSTAR AIRSHIPS
B) CDA-ITAL COLLABORATION IN URBAN AND RAIL.

A) INTERVENTION W. GOVT RE: FINALIZATION H2O BOMBER SALE. B) VISIT OF DTDC TO ANSALDO TRANSPORT RE LRT EGPT J.V.
C) PARIS AIR SHOW - I.D. NEW HIGHECH POSS. FOR ITAL PROMO.

QUARTER: 1 PURSUE OPPORTUNITIES FOR INDUSTRIAL COOP WITH ITL FIRMS PARTICIPATING IN EUREKA PROJECTS IN AREAS OF ELECTRONICS + TELECOMMUNICATIONS, ROBOTICS + AUTOMATION, BIOTECHNOLOGY & INFORMATICS.

CONTACTS ESTABLISHED BETWEEN 15 CDN HI-TECH FIRMS PART OF RECENT DRIE MIN. MISSION TO ITALY AND 20 ITALIAN PARTICIPANTS IN EUREKA PROJECTS.

QUARTER: 2 PURSUE SALE OF 20 WATER BOMBERS AND 2 AIRSHIPS. FOLLOW-UP POSSIBLE LINKAGES, JOINT VENTURES BETWEEN ITALIAN AND CDN URBAN TRANSIT AND RAIL SECTORS.

0 AIRSHIP OPPORTUNITIES AT THIS TIME. CONTINUED COLLABORATION BETWEEN ANIE AND CDN TRANSPORT FIRMS, INCLUDING FORTHCOMING ANIE MEMBERS MISSION TO CDA. WATERBOMBER SALES STILL BEING PURSUED.

QUARTER: 3 -----

QUARTER: 4 -----