

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 : 644-MEXICO

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

PERSUE OPPORTUNITIES FOR OFF ROAD VEHICLES FOR PEMEX AND ON-SITE CONSTRUCTION START UP PROJECTS AS WELL AS AIRPORT EMERGENCY VEHICLES

PROMOTE WITH LOCAL AUTO PARTS MFG INDUSTRY, CDN PRODUCTION MACHINERY/EQUIPMENT FOR MFG PARTS IN LOCAL MARKET

ASSIST CDN AUTO PARTS MFRS TO ENTER MKT VIA IN - BOND BORDER ASSEMBLY INDUSTRY TO MANUFACTURE FOR LOCAL OEM AND AFTER PARTS MKT AS WELL AS EXPORT.

PREPARATION OF MKT INFO BOOKLET ON FREE ZONE/BORDER ASSEMBLY INDUSTRY FOR POTENTIAL CDN MFRS (OTHERWISE LIMITED TO MARKET BECAUSE OF LOCAL PRODUCTION TO PRODUCE LOCALLY AND REEXPORT FROM MEXICO TO USA MKT, ETC. AS WELL SUPPLYING LOCAL OEM.

PROVIDE FULL SUPPORT TO AGRICULTURE EQUIPEMENT MANUFACTURERS ON RE-ENTRY INTO MKT WHERE THEY PREVIOUSLY ENJOYED MANY SUCCESSFULL YEARS IN LOCAL MFG. OPERATION.

TO INTRODUCE 2-3 CDN MFRS WITH POTENTIAL SALES OF 4-6 MILLION DLLS.

ONE BUYING CONNECTION

ESTABLISH 4 FIRMS AND TAKE ADVANTAGE OF IN-BOND INDUSTRY FOR SALES TO LOCAL MKT OEM

INCREASED CDN SALES VIA ASSEMBLY INDUSTRY WITH INCREASED CDN PARTICIPATION IN LOCAL MKT

RE-ENTRY INTO LOCAL MKT OF WELL KNOWN PRODUCT PROVIDING INCREASED SALE OF CDN PARTS FOR LOCAL ASSEMBLY.

URBAN TRANSIT

SUPPORT UTDC, BOMBARDIER, SNC IN PROMOTION OF URBAN TRANSIT PROJECT IN DF, STATE OF MEXICO, GUADALAJARA, MONTERREY

MAINTAIN GOOD MARKET POSITION TO BENEFIT FROM INVESTMENT DECISIONS EXPECTED IN NEXT PRESIDENCY

RAIL

MAINTAIN CONTACTS WITH RRS PERIODIC CALLS AND SOURCE SUPPLIERS FOR REQUIREMENTS FOUND

NEW SUPPLIER- RR RELATIONSHIPS

CONTINUE FOLLOW-UP ON UTILIZATION OF IBRD RR LOAN

PARTICIPATION IN RR MODERNIZATION PROGRAM

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 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 COMPONENTS FOR AUTOMOTIVE MANUFACTURERS.

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