

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

REPORT 4
88/10/21

POST : 511-KUALA LUMPUR

007-POWER & ENERGY EQUIP. & SERV.
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ASSIST CDN COS BIDDING ACCELERATED TRANSMISSION PROJ. & VARIOUS PROJS. FUNDED UNDER ADB & IBRD.

ESTABLISH INITIAL CDN EQPT SALES IN POWER SECTOR. CDN CONSORTIUM AWARDED CONSULTING CONTRACT FOR 275KV TRANSMISSION PROJ.

SUPPORT AECL MARKETING INITIATIVES WITH PUSPATI RELATED TO TENDER FOR FOOD IRRADIATOR & COBALT 60 SALES

AECL AWARDED GAMMA IRRADIATOR CONTRACT

PROMOTE CANADIAN COAL SUPPLIERS WITH NEB

NEB TO PURCHASE 10% OF COAL REQUIRMENTS FOR PORT KLANG THERMAL POWER PLANT FROM CDA

FOLLOW UP WITH PARTICIPANTS ON ASEAN POWER TRANSMISSION & DIST. MISSION TO CDA TO IDENTIFY SALES PROSPECTS WITH MOST PROMISE. ENCOURAGE MORE PRO ACTIVE MARKETING BY CDN SUPPLIERS.

GREATER KNOWLEDGE OF MALAYSIAN MKT. BY CDN. SUPPLIERS; AT LEAST 4 CDN COS WHO PARTICIPATED IN INCOMING MISSION VISIT MALAYSIA.

PRIORITY TRADE PROMOTION ACTIVITIES TO MARKET CDN CAPABILITIES WITH SABAH ELECT BD(SEB) & SARAWAK ELECT SUPPLY CORP. (SESCO)

TRADE COMMISSIONER TO VISIT SEB, SESCO & LOCAL INDUSTRY TO IDENTIFY NEW PROJS.; CDN COS INCL MEETINGS WITH SERB, SESCO DURING VISITS TO MALAYSIA.

PROMOTE INFORMATION EXCHANGE BETWEEN CDN & MALAYSIAN UTILITIES RELATED TO REGULATORY POLICIES, OPERATIONS, HUMAN RESOURCE DEV ETC.

INCREASE MALAYSIAN FAMILIARITY WITH PROV. UTILITIES LEADING TO INSTITUTIONAL CO-OP & SALE OF SERVICES. (OPERATIONAL, MAINTENANCE, TRAINING)

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ENCOURAGE MORE PROACTIVE MARKETING BY CDN EQUIP AND SERVICES SUPPLIERS; FOCUS TRADE PROMOTION EFFORT ON SABAH & SARAWAK ELECTRICITY CORPNS; SUPPORT AECL MARKETING ACTIVITIES WITH PUSPATI; PROMOTE STRONGER BILATERAL RELATIONS IN ENERGY SECT

10 CO ELECTRICAL EQUIP MISSION SCHEDULED FOR SEPT; NEGOTIATIONS UNDERWAY WITH HQI FOR \$1MN ENGINEERING SERVICES FOR SABAH SCADA SYSTEM; AECL AWARDED \$1MN CONTRACT FOR GAMMA IRRADIATOR; MLSIA ENCOURAGED TO PARTICIPATE IN WEC 89 IN MTL.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----