

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 : 605-DETROIT

008-TRANSPORT SYS, EQUIP, COMP, SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AUTOMOTIVE

REVIEW AND INTERVIEW AGENTS/REPS FOR THE AUTOMOTIVE SECTOR.

ACQUIRE A "SHORT LIST" OF QUALITY REPRESENTATIVES FOR USE BY CANADIAN FIRMS IN MICHIGAN/INDIANA

DIRECT INVOLVEMENT BY OFFICIALS FROM OTTAWA TO VISIT WITH SENIOR MANAGEMENT OFFICERS OF THE MAJOR AUTOMOTIVE MANUFACTURERS IN OUR TERRITORIES.

DELIVER INFORMATION PERTAINING TO CANADA'S AUTOMOTIVE STRATEGY AND TRADE POLICIES IN LIEU OF LEARNING SAME FROM CANADIAN SUBSIDIARIES.

ISSUANCE OF "AUTOMOTIVE NEWSLETTER" (QUARTERLY) WITH DISTRIBUTION UP TO 600 CANADIAN PARTS AND COMPONENT MANUFACTURERS.

KEEP CANADIAN INDUSTRY ADVISED OF NEW DEVELOPMENTS IN TERRITORY.

ENHANCED LIAISON WITH PARTS MANUFACTURERS, SUPPLIERS AND OEM'S AS WELL AS ASSOCIATIONS WITHIN OUR TERRITORY.

ALLOW U. S. INDUSTRY AN UNDERSTANDING AND KNOWLEDGE OF CANADIAN POLICIES (TRADE) AND AUTOMOTIVE STRATEGIS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 VISITATIONS OF OFFICIALS FM OTTAWA TO SENIOR MANAGEMENT OFFICIALS OF THE AUTO INDUSTRY. ENHANCE LIAISON WITH MAJOR PARTS SUPPLIERS TO AUTO INDUSTRY IN TERRITORY.

DIR. OF GSTM MET W/OFFICIAL OF GM & FORD WHERE POLICY DISCUS'NS REGARDING FREE TRADE & THE AUTO PACT TOOK PLACE. EXCEL. COOP'N & INFO GAINED FROM OEM'S. PART'D IN CORP. LIAISON VISIT W/PRES., CEO OF LIBBEY-OWENS-FORD, AS WELL AS E. V. P. MKTG. /SALE

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

605-DETROIT

WHICH COMPLETED SUCCESSFUL RESULTS DURING THE REPORTING PERIOD
LISTED BELOW ARE THE SELECTED MAJOR ACTIVITIES

88/10/21

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