

POST : 473-BUDAPEST

011-OIL & GAS EQUIPMENT, SERVICES  
HUNGARY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MACHINERY AND EQUIPMENT

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 EXPECT TO SEE A STEADY INCREASE IN CANADIAN SALES IN THIS SECTOR.

WE WILL CONTINUE ENCOURAGING CDN CO. 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.

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A/ CONTINUE TO SUPPORT CANADIAN MARKETING EFFORTS. B/ ENCOURAGE CDN-HUNGARIAN JV'S.

A/ CDN. COMPANIES WIN CDN \$1 MILLION IN EXPORT ORDERS UNDER WORLD BANK FINANCED PROJECTS.  
B/ NEW TRI-D-CHEM J. V. EXHIBITS AT INTERCAN '87.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----