

REPT4D
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

100

POST :347-RIYADH

SECTOR :008-TRANSPORT SYS,EQUIP,COMP,SERV.
SAUDI ARABIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:AUTOMOTIVE

ESTABLISHMENT OF CDN/SAUDI AUTO PARTS DISTRIBUTION CENTRE
SALES OF \$20-30 MILLION P.A.

FINALIZE AGENCY AGREEMENT FOR SALES OF CDN HEAVY DUTY TRUCKS
SALES OF \$10-15 MILLION P.A.

ASSIST IN EST. CDN/SAUDI AUTO PARTS MANUFACTURING FACILITIES
ESTABLISHMENT OF CDN/SAUDI J. - V.

I.D. SAUDI PARTNERS FOR CDN SUPPLIERS OF GARAGE SERVICE EQPT
ESTABLISH 3 NEW AGENCIES/DISTRIBUTORSHIPS

SUB-SECTOR:AEROSPACE

DISCUSSIONS BETWEEN AVELEX/ARABASCO FOR AGENCY AGREEMENT
FLOW THROUGH ENGINE COMPONENT WORK FOR AVELEX

FORMAL SUBMISSION OF DASH-8 AIRCRAFT FOR REGIONAL SERVICE
RECEIVE REQUEST FOR FINANCIAL PROPOSAL

PURSUAE -AGRI CORP. USE OF LIGHT AIRCRAFT FOR CROP SPRAYING
LIGHT AIRCRAFT DEMONSTRATION

DEVELOP PROPOSAL-EDC FINANCING SALE OF VIP HELICOPTER TO YAR
SALE OF 1 BELL HELICOPTER 212 TO YEMEN ARAB REPUBLIC

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 INVITED 200 CANADIAN AUTO PARTS MANUFACTURERS TO
EXHIBIT AT JEDDAH MOTOR SHOW - DECEMBER 89.

QUARTER: 3 Contacted 98 Canadian aftermarket autoparts man.
to either participate or provide us with prod.
lit. for distribution

EXTOTT/TCM IN COOPERATION WITH THE AUTOMOTIVE
INDUSTRIES ASSOCIATION OF CANADA ASSISTING WITH
RECRUITMENT.

12 companies provided promotional materials.
One coy. which participated (Shamla Int.)
reported immediate sales of CDN \$ 4.000.000 with
potential of \$ 3 million sales for the next 12
months.