

REPORT 4
88/03/16

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

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POST : 407-MADRID

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO COORDINATE MARKETING EFFORTS OF CANADIAN SUPPLIERS OF URBAN TRANSIT GOODS AND SERVICES WITH LOCAL PARTNERS.

CALL ON MANAGEMENT OF NEW COMMUTER AIRLINES AS THEY ARE FORMED TO PROMOTE CDN. AIRCRAFT AND CONSULTING SERVICES AND EXPLAIN EDC FINANCING.

CALL ON SEVILLE WORLD'S FAIR AND MUNICIPAL AUTHORITIES TO DISCUSS URBAN TRANSIT PLANS.

ORGANIZE VISIT BY EDC REP TO BARCELONA AND SEVILLE TRANSIT AUTHORITIES, STATE RAILWAY AND COMMUTER AIRLINES.

SUBMISSION OF COMPETITIVE JOINT-VENTURE BIDS FOR URBAN TRANSIT REQUIREMENTS IN BARCELONA.

GENERATION OF A NUMBER OF REQUESTS FOR PROPOSALS.

CLARIFICATION OF WHETHER OPPORTUNITIES EXIST FOR THE SALE OF CANADIAN CONSULTING SERVICES AND TECHNOLOGY.

EDUCATE PROSPECTIVE CLIENTS AS TO FINANCING AVAILABLE FOR MAJOR PURCHASE FROM CANADA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZE VISIT OF MAYOR OF BARCELONA TO TORONTO. INTRODUCE OUR NEW AMBASSADOR TO KEY URBAN TRANSPORTATION CONTACTS IN BARCELONA.

POSTPONED UNTIL FALL DUE TO MUNICIPAL ELECTIONS IN SPAIN IN JUNE. AMB MET WITH PRES. OF CATALUNYA PRES. OF METRO OF BARCELONA & HEAD OF OLYMPICS 92 ORGANIZING COMMITTEE UN JUNE.

QUARTER: 2 -ORGANIZE VISIT OF MAYOR OF BARCELONA TO TORONTO RE UTDC URBAN TRANSIT TECHNOLOGY.
-ORGANIZE VISIT OF DE HAVILLAND REPS TO SPAIN RE STOL MARKET OPPORTUNITIES.

-RENEWED INVITA'N FM MAYOR EGGLEETON OF METRO TRNTO IS UNDER CONSIDERA'N FOR POSSIBLE VISIT IN LATE AUTUMN. -DE HAV REPS MET WITH NEW AGENT AND 2 PROSPECTIVE CLIENTS BUT SPAIN GOVT POLICY RE 3RD LEVEL AIRLINES REMAINS UNDEFINED.

QUARTER: 3 CALL ON SEVILLE URBAN TANSIT & WORLD FAIR AUTHORITIES RE TRANSPOR. PROPOSAL. PROMOTE URBAN TRANSIT IN BARCELONA. INVESTIGATE STOL MARKETING OPPORTUNITY IN BALEARIC ISLANDS.

MACOSA/UTDC WILL SUBMIT FORMAL BID TO SEVILLE IN JAN 88. MAYOR MARAGALL OF BARCELONA WILL VISIT TORONTO IN FEB 88. RESPONSE RE POSSIBLE INTEREST IN CDN STOL AIRCRAFT/SYSTEMS EXPECTED IN JAN 88.

QUARTER: 4 -----