

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

POST : 427-MUNICH

008-TRANSPORT SYS, EQUIP, COMP, SERV.
GERMANY WEST

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PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

BMW-CANADA MOU CURRENTLY IN PLACE.

PROVIDES FRAMEWORK FOR EXPANSION AND DIVERSIFICATION OF OEM SUPPLY CONTRACTS PARTICULARLY AS BMW INTRODUCES NEW MODELS TO NORTH AMERICA MARKET.

UNDERTAKE MARKET STUDY TO IDENTIFY AUTOMOTIVE COMPONENTS CURRENTLY IMPORTED AND FUTURE NEEDS OF INDUSTRY.

INVENTORY OF PRODUCTS (OEM&AFTER MARKET) IN WHICH CDN SUPPLIERS ARE COMPETITIVE AND CLD DISPLACE OTHER EXPORTERS. IDENTIFICATION OF FUTURE REQUIREMENTS OF FRQ AUTO MANUFACTURERS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MISSION - AUTO PARTS SELLERS TO FRG

POSTPONED TO LATE FALL '87 DUE TO WORKLOAD CAUSED BY IFAT AND TAAM MISSIONS.

QUARTER: 2 BEGIN PLANNING FOR AUTO MISSIONS

MISSION LED BY MR. DUFF MITCHELL, DRIE OTTAWA SCHEDULED FOR NOV 30-DEC 04 '87.

QUARTER: 3 AUTO INVESTMENT MISSION SCHEDULED FOR NOV 30 - DEC 04.

MISSION POSTPONED BY DRIE AT LAST MINUTE DUE TO UNCERTAINTY OF EFFECT OF CAN/US FTA ON FOREIGN AUTO MANUFACTURERS. MISSION RESCHEDULED TO TAKE PLACE FEB 14-21/88.

QUARTER: 4 -----