

REPT4D
90/01/23

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

POST :427-MUNICH

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

ASSIST CDM CO TO GAIN TUV APPROV & INTRODUCE PRODUCT. B) SALES T.B.A.
A) TUV APPROVAL

LOBBY VW TO TRANSFER DIE CASTING TO CANADA.
CREATION OF UP TO 500 JOBS IN CANADA. SALES COULD REACH \$50M

ASSIST CDM CO TO PROMOTE BRAZING SYSTEM.
INCREASE SALES. ASSURE POSITION OF FRG MARKET.

I.A.A. SHOW IN FRANKFURT
PROMOTE OEM CANADIAN CAPABILITIES

ORGANIZE AUTO PARTS SALES MISSIONS.
INCREASE CANADIAN SALES IN THE FRG.

PROVIDE GUIDE ON HOW TO ACCESS FRG AUTO MFGRS.
PROVIDE CANADIAN INDUSTRY WITH AN EFFECTIVE TOOL THEY CAN

USE IN APPROACHING & DEALING WITH FRG CAR MFGRS.

THE GERMAN AUTO IND 1992. SUGGESTIONS ON HOW TO APPROACH IT
PROVIDE INFO ON POSSIBLE AFFECT 1992 ON FRG AUTO INDUSTRY.

AEROSPACE

INTROD. OF MICROWAVE LANDING SYST TO FRG AIRPORTS.
OPENING MARKET FOR MICROWAVE LANDING SYSTEMS.

REPORT ON GERMAN AEROSPACE MARKET
INFORMATION ON STRUCTURE OF FRG AEROSPACE MARKET AND POTEN-

TIAL FOR CANADIAN EXPORTERS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Participation at the International Automotive
Fair (IAA) Frankfurt
Automotive parts suppliers' sales mission to
OEM's.

First Cdn participation at the IAA. 4 cos succe-
ssfully introduced to the int'l mkt. Each co ma-
de contact w/potential buyers,agents & j-v part-
ners. - Mission called on 5 German automotive
firms, i.e. BMW,Daimler-Benz,Volkswagen-Audi,Opel

QUARTER: 3 -----

QUARTER: 4 -----