

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 : 605-DETROIT

008-TRANSPORT SYS, EQUIP, COMP, SERV.
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

AUTOMOTIVE

REVIEW AND INTERVIEW AGENTS/REPS FOR THE AUTOMOTIVE SECTOR.

- ACQUIRE A "SHORT LIST" OF QUALITY REPRESENTATIVES FOR USE BY CANADIAN FIRMS IN MICHIGAN /INDIANA.

GATHER MARKET INTELLIGENCE ON AUTOMOTIVE JOINT VENTURE COMPANIES IN CANADA/U. S. A.

MONITOR THE EFFECT THESE FIRMS WILL HAVE ON IMPORT/EXPORT STATISTICS VS. THE NORTH AMERICAN PARTS MFRS. AND AUTO COMPANIES.

REPORT ON REACTION OF CANADIAN MFRS. TO IMMIGRANT FIRMS NOT MEETING AUTO PACT REQUIREMENTS RE CANADIAN CONTENT.

CONTRIBUTE TO OTTAWA POLICY FORMULATION IN THIS IMPORTANT AREA.

URBAN TRANSIT

FOLLOW-UP VISITS TO LOCAL TRANSIT AUTHORITIES AS WELL AS STATE DEPARTMENTS OF TRANSPORTATION.

IDENTIFY POTENTIAL PROJECTS AND UPCOMING PROCUREMENT CONTRACTS.

DIRECT MAILING TO CANADIAN COMPANIES RE UPCOMING PROCUREMENT CONTRACTS AND GENERAL OPPORTUNITIES AVAILABLE IN TERRITORY.

INCREASED NUMBER OF CANADIAN COMPANIES BIDDING ON PROJECTS/SUCCESSFUL SALES.

TARGETED VISIT TO TTC IN TORONTO AND D.C. TRANSPOR FOR THE IPTC SENIOR OFFICIALS - RE: BUSWAY POSSIBILITIES OR ALTERNATIVELY LIGHT RAIL PROJECT FOR N.E. QUADRANT OF MARION COUNTY.

SERIOUS CONSIDERATION TO USE OF CANADIAN TECHNOLOGY DURING CONSTRUCTION PROCUREMENT PHASE.

DINNER/RECEPTION FOR MAYOR OF DETROIT, UTDC STAFF, KEY TRANSIT OFFICIALS IN CONJUNCTION WITH AUG. 17/87 - OFFICIAL OPENING OF DETROIT PEOPLE MOVER PROJECT.

POTENTIAL ANNOUNCEMENT OF MAJOR LONG TERM CAPITAL PROJECTS ENVISIONED FOR DETROIT/S. E. MICHIGAN.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FOLLOW-UP VISITS TO LOCAL TRANSIT AUTHORITIES AS WELL AS STATE DEPARTMENTS OF TRANSPORTATION.

ENCOURAGE IPTC TO CONSIDER ADDITIONAL CDN SUPPLIERS (TALFORD JONES SUCCESSFUL IN OBTAINING CONTRACT FOR SALE OF FOAM STANCHIONS). INTRODUCED CDN SUPPLIERS TO MAJOR TRANSIT AUTHORITIES AS WELL AS NEW CONTACTS WITH STATE GOVERNMENT.

QUARTER: 2 IMPROVED REPORTING ON AUTO SECTOR THROUGH INCREASED EMPHASIS ON INTELLIGENCE GATHERING (CORPORATE VISITS INFO FROM AGENTS, ETC) ANALYSIS AND DISTRIBUTION.

COMPLETED AND DISTRIBUTED MAJOR OVERVIEW REPORT ON THE USA AUTO. IND. PARTICIPATE MORE FULLY IN CDN AUTO POLICY FORMULATION PROCESS, CONSIDER FEASIBILITY OF QUARTERLY REPORT PREPARATION & DISTRIB'N TO WIDE NET IN CDN AUTO INDUSTRY.

QUARTER: 3 -----

QUARTER: 4 -----