

REPORT 4  
89/02/76

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :644-MEXICO

010-MINE,METAL,MINERAL PROD & SRV  
MEXICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MINERALS AND MINERAL PRODUCTS

MAINTAIN CONTACT WITH ABESTOS CEMENT INDUSTRY AND GOVERNMENT TO  
(A) DETECT AND WORK TO NEUTRALIZE ANY TENDENCIES TO PROHIBIT  
ASBESTOS (B) RETIAN SUPPORT ACTION AGAINST PROHIBITION IN USA.

DEFEND MARKET.

MONITOR PROCESS OF NEW THERMAL POWER PLANT BY REGULAR CONTACTS  
WITH MICARE.

SHARE IN SUPPLY UP TO 4,000,000 TONS  
(ANNUALLY)OF THERMAL COAL FOR NEW PLANT.

REVIEW WITH METALURGICAL AND THERMAL COAL BUYERS THEIR ACQUISITI-  
ON AND SOURCING PLANS.

IDENTIFICATION OF WHAT CDN SUPPLIERS MUST DO  
NOW TO OBTAIN THEIR SHARE OF COAL ORDERS.

REVIEW WITH SULPHUR BUYERS REASONS FOR IMPORTS AND PROSPECT FOR  
FUTURE.

MAINTAIN SULPHUR SALES AT \$35 TO \$40 MILLION  
ANNUALLY.

EQUIPMENT AND MACHINERY

FOLLOW UP OPPORTUNITIES IDENTIFIED DURING EDC VISIT, MINING SHOW  
IN ACAPULCO AND IN VARIOUS CALLS.

INCREASED EQUIPMENT/SERVICE SALES.  
\$2 TO 10 MILLION ANNUALLY.

DEVELOP ANNUAL SEMINAR CONCEPT.

BETTER CONTACTS WITH AND FEEDBACK FROM OPERA-  
TIONAL EQUIPMENT USERS.

IN COOPERATION WITH MEXICAN MINES MINISTRY HELP CDN COMPANIES  
PARTICIPATE IN MINE DEVELOPMENT PROJECTS, THIS INDIRECTLY  
PROMOTING EQUI/SERVICE SALES.

JOINT VENTURE MINE PROJECT WITH SIGNIFICANT  
CDN PROCUREMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 UNDERTAKE DETAILED MARKET STUDY OF OPPORTUNITIES

ASSISTED CONSULTANT TO DRIE TO MEET REPRESENTA-  
TIVE SELECTION OF MEXICAN EXECUTIVES IN MINING  
AND REGULATORY BODIES. DETAILED REPORT PRODUCED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----