

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 : 644-MEXICO

010-MINE, METAL, MINERAL PROD & SRV
MEXICO

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PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

MINERALS AND MINERAL PRODUCTS

MAINTAIN CONTACT WITH METALLURGICAL AND THERMAL COAL BUYERS

MAINTAIN CONTACT WITH ASBESTOS CEMENT INDUSTRY AND GOVERNMENT TO
DETECT AND WORK TO NEUTRALISE ANY TENDENCIES TO PROHIBIT ASBESTOS
B) OBTAIN SUPPORTING ACTION AGAINST PROHIBITION ELSEWHERE.

MONITOR PROGRESS OF NEW THERMAL POWER PLANT BY REGULAR CONTACTS
WITH MICARE

EQUIPMENT AND MACHINERY

FOLLOW UP OPPORTUNITIES OFFERED BY IBRD SMALL/MEDIUM SIZED MINING
LOAN.

SEND MEXICAN BUYERS TO ONTARIO MINING SHOW IN SPRING 1987 AS
INVITED BY DRIE.

IN COOPERATION WITH MEXICAN MINING MINISTRY, ASSIST CDN COMPANIES
TO PARTICIPATE IN MINE DEVELOPMENT PROJECTS THUS INDIRECTLY
PROMOTING EQUIPMENT/SERVICE SALES.

REVIEW MINING SECTOR REQUIREMENTS CAREFULLY, IDENTIFY HIGH
POTENTIAL EQUIPMENT SALES OPPORTUNITIES AND ASSIST CDN SUPPLIERS
TO PURSUE THEM.

ANTICIPATED RESULTS:

ASSIST CDN SUPPLIERS TO DEFEND MARKET SHARE
AGAINST AUSTRALIAN/COLOMBIAN COMPETITORS

DEFEND MARKET

SHARE IN SUPPLY OF THERMAL COAL FOR NEW PLANT

INCREASED EQUIPMENT/SERVICE SALES.

NEW CONTACTS BETWEEN MEXICAN MINING INDUSTRY
AND CDN SUPPLIERS.

JOINT VENTURE MINE PROJECT WITH SIGNIFICANT
PROCUREMENT FOR CDA.

IDENTIFICATION OF 3 NEW PRIORITY PROMOTION
AREAS IN MINING EQUIP/SERV MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 WORK WITH ASBESTOS CEMENT INDUSTRY TO NEUTRALIZE
TENDENCIES TO PROHIBIT USE.
WORK WITH SUPPLIERS TO PROMOTE EQPT SALES.

QUARTER: 2 WORK WITH ASBESTOS CEMENT INDUSTRY TO NEUTRALIZE
TENDENCIES TO PROHIBIT USE. PROMOTE ADDITIONAL
SALES OF MINING EQUIPMENT.

QUARTERLY RESULTS REPORTED:

MAINTAINED REGULAR CONTACT WITH ASSOCIATIONS &
MAJOR AC SUPPLIERS. SALES CONTINUE CONSTANT WITH
CONSTRUCTION DOWNTURN. HAVE MET WITH MAJOR MINI-
NG COMPANY MANAGERS & 2 OF MAIN EXPORTERS. MINING
CO'S HAVE SENT OFFICIALS TO SEE EQPT IN CDA/

FINALIZED ARRANGEMENTS FOR SEM. IN MEXICO (NOV
87) IN CONJUNCTION WITH MXCN ASBESTOS CEMENT
ASSOC'N & ASBESTOS INSTITUTE. ORGANIZED MXCN
PART'N IN MINTEC. BEGAN PREPARA'NS FOR MXCN
MINING CONGRESS, ACAPULCO OCTOBER 87.