

REPORT 4
88/02/02

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

page 40

POST : 511-KUALA LAMPUR

008-TRANSPORT SYS, EQUIP, COMP, SERV.
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

DIRECT FOLLOW UP AND MARKETING PROGRAM WITH PARTICIPANTS IN EXPO INDUSTRIAL COOPERATION 86 PROGRAM FROM RAILWAY SECTOR.

SYSTEMATIC ANALYSIS OF AUTOMOTIVE PARTS AND COMPONENTS CURRENTLY IMPORTED TO IDENTIFY PRODUCTS WHICH CAN BE COMPETITIVELY SOURCED FROM CANADA.

PROMOTE CANADIAN CAPABILITY TO SUPPLY COMMUNICATIONS, SIGNALLING, CONTROL AND ELECTRICAL EQUIPMENT TO RAILWAY.

ORGANIZED PROGRAM OF CALLS ON MAJOR AUTO ASSEMBLERS, PARTS MANUFACTURERS AND INDUSTRY ASSOCIATIONS TO MARKET CANADIAN TECHNOLOGY AND SUPPLY CAPABILITY.

IDENTIFY MALAYSIA'S PLAN TO PURCHASE ENGINE PARTS, AIRCRAFT ASSEMBLIES, ETC. AND PROMOTE CANADIAN SOURCING.

EXPAND NUMBER OF AGENCY AGREEMENTS FOR SUPPLY OF RAILWAY EQUIPMENT AND TECHNOLOGY.

ENCOURAGE AT LEAST TWO NEW CANADIAN SUPPLIERS TO MARKET THEIR PRODUCTS IN MALAYSIA.

POSITION CANADIAN COMPANIES AS SUPPLIERS FOR EXPECTED FUTURE TENDERS.

HEIGHTEN PROFILE OF CANADIAN AUTOMOTIVE INDUSTRY AND ESTABLISH POTENTIAL AREAS FOR FUTURE SALES.

INCREASE CANADIAN SALES OF ENGINE PARTS AND ASSEMBLIES AND HEIGHTEN AWARENESS OF CANADIAN CAPABILITIES IN AEROSPACE ELECTRONICS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 PROMOTE CDN PARTICIPATION IN KTM DEVELOPMENT PROGRAM; PROVIDE MARKETING SUPPORT TO DE HAVILLAND.

ASSISTED CPCs TO CONCLUDE WORLD BANK CONTAINER PROJECT CONTRACT NEGOTIATIONS WITH KTM; IDENTIFIED 2 AGENTS TO REPRESENT CDN EQUIPMENT; COORDINATED MKTING STRATEGY WITH DHC LOCAL AGENT MET SENIOR OFFICIALS IN MAS, MIN OF TRANSPORT.

QUARTER: 3 -----

QUARTER: 4 -----