

REPORT 4
89/10/10

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 :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
<p>PERIODIC MEETINGS WITH KEY TRANSIT STAFF AND BOARD MEMBERS IN AUSTIN, HOUSTON, NEW ORLEANS, CORPUS CHRISTI AND OTHERS TOTAL 6 PER YEAR</p>	<p>ONGOING MARKET INTELLIGENCE FOR GOVERNMENT/ INDUSTRY SOURCES.</p>
<p>PARTICIPATION IN REGIONAL TRANSPORTATION CONFERENCES AND SEMINARS (SWTA, TXPT).</p>	<p>INCREASED EXPOSURE FOR CDN GOODS AND SERVICES</p>
<p>ON GOING LIASON AND MEETINGS WITH DALLAS (DART) IN RELATION TO ANTICIPATED EQUIPMENT PURCHASES.</p>	<p>SALES AND FINACING OF CDN LIGHT RAIL EQUIPM- ENT AND SERVICES (APPROXIMATELY \$100 MILLION) IN THE MEDIUM TERM.</p>
<p>TRADE SHOWS ARE A VITAL ELEMENT IN IDENTIFYING AND MAXIMIZING EXPOSURE TO BOTH DOMESTIC & FOREIGN CLIENTS. OUR ACTIVITIES WILL INCLUDE: PARTICIPATION OTC 88 WITH TARGET OF EXPANDING EXHIBITION PARTICIPATION TO MORE THAN 40.</p>	<p>TO IDENTIFY NEW & EXISTING PROJECTS WHERE CA- NADIAN MANUFACTURERS HAVE AN OPPORTUNITY TO BE ADDED TO THE QUALIFIED PARTS LIST.</p>
<p>WORK BOAT SHOW PARTICIPATION TO INCLUDE 10 CANADIAN FIRMS. -A PROGRAM OF CALLS ON OFFSHORE DRILLING CONTRACTORS AND MULTINATIONAL OIL COMPANIES. -WE WILL BE CONCENTRATING ON OPPORTUNITIES IN THE PROPULSION.</p>	<p>TO INCREASE SALES AND AGENTS.</p>
<p>PROGRAM OF CALLS ON THIRD COUNTRY PROCUREMENT OFFICES TO ENCOURAGE CANADIAN SOURCING.</p>	<p>TO INCREASE SALES AND AGENTS.</p>
<p>POST INITIATED FAIRS AND MISSIONS ARE A MAJOR FACTOR IN MAXIMIZ- ING BUSINESS OPPORTUNITIES AND INDUSTRY EXPOSURE. NATIONAL BUS- INESS AIRCRAFT ASSOCIATION SHOW: OUT TARGET IS TO RECRUIT 8 NEW EXHIBITORS FROM CANADIAN INDUSTRY.</p>	<p>TO INCREASE SALES OF CANADIAN MANUFACTURED AIRCRAFT AND PARTS. INCREASE NUMBER OF CDN COMPANIES REPRESENTED IN THE TERRITORY.</p>
<p>HELICOPTER ASSOCIATION INTERNATIONAL SHOW: OUR TARGET IS TO HAVE AT LEAST 10 NEW CDN EXHIBITORS FOR THIS SHOW. WE WILL BE MAKING A SERIES OF CALLS ON COMMERCIAL AEROSPACE MANUFACTURERS AND SUPPLIERS.</p>	<p>TO INCREASE THE NUMBER OF CANADIAN COMPANIES ON THE MANUFACTURERS SPECIFICATION SHEETS.</p>
<p>PURCHASING AGENTS CONVENTION - WICHITA, KANSAS.</p>	<p>TO MEET THE MAJOR PURCHASING DECISION-MAKERS IN THE BUSINESS, DRAW UP A USEFUL AEROSPACE CONTACT LIST AND ADVISE CANADIAN COMPANIES OF CONTACTS AND OPPORTUNITIES.</p>