

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 :342-TEL AVIV

005-COMM. & INFORM. EQP. & SERV
ISRAEL

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

INVESTIGATE APPLICATION OF MRP SYSTEM TO I. D. CARDS FOR LARGE EMPLOYERS.
IDENTIFY OTHER MARKET OPPORTUNITIES FOR ELECTRONICS EQUIPMENT.
IDENTIFY CATV OPERATORS AS GOVERNMENT FRANCHISES AWARDED DURING 1987.
INVESTIGATE POTENTIAL FOR CONSULTING SERVICES FOR INSTALLATION TECHNIQUES AND OPERATING PROCEDURES AND ADVISE CANADIAN SUPPLIERS

ANTICIPATED RESULTS:

EXPANSION OF MARKET POTENTIAL. INTRODUCE SYSTEM TO LARGE CORP.
DEVELOP NEW MARKETS FOR CANADIAN PRODUCTS.
IDENTIFICATION OF POTENTIAL BUYERS AND MARKET POTENTIAL.
EXPAND MARKET BEYOND SUPPLY OF HARDWARE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----
QUARTER: 2 DEFINE, IMPLEMENT ELEMENTS OF MARKETING PLAN AND STRATEGIES IN CO-ORDINATION WITH LOCAL REP, CANADIAN SUPPLIERS AND CONSULTANTS.
QUARTER: 3 SUPPORT CDN BID TO SUPPLY PILOT CATV SYSTEM TO BEZEG-ISRAEL TELECOM AUTHORITY. SUPPORT CDN CONSULTANTS OFFICE TO OTHER CLIENTS FOR FULL SCALE SYSTEM DEVELOPMENT.
QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

REPRESENTA'L & BUSINESS AGREEMENTS FINALIZED WITH LOCAL PARTY FOR COMPONENT SUPPLY & SYSTEM DESIGN. PILO PROPOSAL SUBMITTED - CEO LINDSAY SPECIALITY PRODUCTS MET KEY PLAYERS, MTS ARRANGING FOR SEMINAR ON CATV IN ISRAEL.
CDN FIRM AWARDED SUPPLY OF COMPONENTS FOR PILOT SYSTEM. NEGOTIATIONS IN PROGRESS BETWEEN CDN CONSULTANT REP & VARIOUS POTENTIAL CLIENTS.