

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 : 637-SAO PAULO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW UP WITH PARTICIPANTS OF FEDERALLY & PROVINCIALY SPONSORED HIGH TECHNOLOGY MISSIONS (THREE IN 86/87) AND LOCAL CONTACTS ESTABLISHED TO MAXIMIZE NUMBER OF PERMANENT BUSINESS CONNECTIONS.

FOLLOW UP ON CONTACTS ESTABLISHED AT HI-TEC AND MARKETPLACE 86 AND SUPPORT ONGOING RELATIONSHIPS WITH BRAZILIAN COMPANIES GENERATED AS A RESULT.

CONTINUE TO SUPPORT ONGOING SALES EFFORTS OF CANADIAN FIRMS.

REPORT ON FURTHER DEVELOPMENTS OF INFORMATICS LAW WHICH IMPACT ON MARKET POTENTIAL FOR CANADIAN PRODUCTS AND SERVICES.

INTENSIFY PERSONAL CONTACTS WITH BRAZILIAN REGULATORS/CLIENT AGENCIES WHICH INFLUENCE DECISION MAKING (E.G. SEI, CTI, INPE).

FOLLOW UP ON SATELLITE 86 CONTACTS ESTABLISHED TO MAXIMIZE BENEFIT TO BE DERIVED FROM CANADIAN PARTICIPATION.

ESTABLISHMENT OF AGENCY (IES) & CONCLUSION OF SALES/JV ARRANGEMENTS FOR 5 OR 6 CANADIAN COMPANIES.

ESTABLISHMENT OF AGENCY(IES) & CONCLUSION SALES/JV ARRANGEMENTS FOR 2 OR 3 CANADIAN COMPANIES.

CONCLUSION OF 3/4 SALES AND JOINT-VENTURES/ TECHNOLOGY TRANSFER/LICENSING AGREEMENTS.

SUPPORT PROPOSED PARTICIPATION IN INFORMATICA 87.

TIMELY REPORTING ON POLICY ISSUES; ENHANCED EXPOSURE OF CANADIAN CAPABILITIES AND IMPROVED PROFILE WITH BUYERS.

INTRODUCTION OF TWO OR THREE CANADIAN ORGANIZATIONS IN SATELLITE APPLICATIONS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FOLLOW UP ON SATELLITE '86 SEMINAR. INTRODUCE NEW CDN COMPANIES IN SPECIALIZED AREAS OF ACTIVITY OF INTEREST IN BRAZIL. ONGOING SUPPORT TO CDN EXPORTERS.

QUARTER: 2 A) COORDINATE LOGISTICAL ASPECTS OF ADVANCED TECH MISSION SEPT '87; B) REVIEW RECENT DEVELOPMENTS IN INFORMATICS/SOFTWARE LAW & REPORT TO EXTOTT; C) FOLLOW-UP ON RNT VISIT TO CDA & REPORT OPPORTUNITIES IDENTIFIED BY RNT.

QUARTER: 3 PREPARE QUEBEC MIS. IN AREA OF INFORMATICS AND ORGANIZE ACTIVITIES FOR PART. PREPARE PRELIM. REPORT ON SOFTWARE LAW. CONT'D ASSISTANCE TO CDN COS. IN TERMS OF INITIAL MARKET PENETRATION.

POST ORGANIZED AN EXT-SPONSORED VISIT BY RTN EDITOR (E. SIGUEIRA) TO SATELLITE USERS CONFERENCE IN OTTAWA, MAY 87. INDIVIDUAL VISITS PROGRAMS SET UP FOR 4 QUEBEC MISSION MEMBERS ALL OF WHOM IDENTIFIED PROSPECTS. 3 COYS (WODEX, SR, ELSID) NE-

A) 4 MISSION MEMBERS HAVE IDENTIFIED POTENTIAL SALES OF SERVICES/EQPT AND/OR IDENT. POTENTIAL JV/TT PARTNER; B) INFO GATHERING INITIATED BUT REPORT DELAYED DUE TO SOFTWARE LAW NOT YET PASSED BY CONGRESS; C) FURTHER TO RNT VISIT, LONG ARTICLE

MICROTEMPUS & ICAM HAVE IDENTIFIED AGENT & JV PARTNER. GOOD SALES POTENTIAL IN SHORT TERM. REPORT PREPARED & PROVIDED TO QUEBEC MIS. PART. COMMERCIAL AGREEMENT SIGNED BY SR TELECOM WITH BRAZILIAN PARTNER.