

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :512-SINGAPORE

SECTOR :005-ADVANCED TECH. PROD. & SERV
SINGAPORE

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

Undertake market study on telecommunications sector

Better understanding of Cdn companies in sector

Increase liaison with local telecom officials, and local telecommunications companies

Obtained more info on Telecom tender exercise & its requir.

Undertake preparation for Cdn participation at CommunicAsia '90 and Broadcast'90

Increase exposure of Cdn telecom prod.,serv & technology

Encourage Singapore Telecommunication companies and Government institutions to visit Canada

Increase exposure & mkt share fr Cdn telecom prod & serv.

Undertake market study on computer industry

Better understanding of Canadian companies in sector

Singapore Software Mission to Canada

Agency agreement,incr'd sales of Cdn computer prod to Sing.

Encourage and assist Cdn companies in product presentation

Increase exposure of Cdn products services and technology

Organised Cdn participation in Informatics'89

Agency agreements,sale of Cdn computer prod to Singapore

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Liaise with Singapore Telecoms Officials. Visited and held discussions with numerous local computer, telecommunications companies and Government officials.

Advise Canadian companies of tender opportunities identified. A Number of contacts in this local telecommunication computer industries identified.

QUARTER: 2 Work with local consultancy firm on telecommunication reports on Singapore, organized software mission to Cda and assisted Cdn companies in products seminars. Coordinated Cdn efforts at Singapore Informatics'89.

Advise and alerted Canadian companies of tender opportunities. Increase in exports of Cdn software to Singapore. STT Canada and others held successful sales seminars. 5 distributorship were signed,5 joint-venture opp uncovered.

QUARTER: 3 Liaise with Telecoms Officials and Canadian companies to identify projects. Organized Singapore Informatics '89. Update market studies on telecommunication and computer software.

Bell Canada International shortlisted for \$40m integrated billing and system project. 7 Cdn companies and Alta and BC govts participated in Informatics. Market studies completed, increasing Cdn industry awareness of sector.