

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 :511-KUALA LUMPUR

005-ADVANCED TECH. PROD. & SERV
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

INITIATE PROGRAM OF CALLS ON BANKS, MULTI-NATIONAL CORPS,
& STM TO PROMOTE SATELLITE SYSTEMS FOR BUSINESS & RURAL
TELEPHONE NEEDS.

PREPARE SHOPPING LIST OF OPPORTUNITIES FOR
CDN. SUPPLIERS.
INCREASED PRESENCE OF CDN.PRODUCTS/SERVICES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTE CDN REMOTE SENSING TECHNOLOGY & SERVICES
. ENHANCE EXPOSURE OF MLSIANS TO CDN COMMUNICA-
TIONS TECHNOLOGY; DETERMINE ACQUISITION PRIORI-
TIES OF MALAYSIAN TELEVISION NETWORKS.

MDA AWARDED \$1 MN CONTRACT TO SUPPLY WEATHER MO-
NITORING SYST;BERCHA SUBMITTED PROPOSAL TO TRAIN
STAFF OF NEW REMOTE SENSING CENTRE;STM CHAIRMAN
ATTENDED TEMIC COURSE;BCI AWARDED \$13 MN CASS
ROLLOUT PROJ;ALERTED CDN FIRMS TO TV STUDIO DEVP

QUARTER: 2 -----

QUARTER: 3 Maintain contact with users of remote sensing
equipment and services in support of Canadian
suppliers; strengthen relations with RTM;update
market for datacom products; promote satellite
system sales.

PCI & Tydac sold software systems to local ind-
ustry;mass mailing of Cdn remote sensing publi-
cation;CBC/RTM cooperation for CHOGM broadcasts
explored;alerted cos to Perwira Bank regional
datacom network reqt. DOCOTT rep visited Mayl.

QUARTER: 4 Research and update datacom opportunities iden-
tified in Post market studies; Identify short
list of local cos with remote sensing expertise.

Prepared mrkt profile for cdn exhibitors at Asia
Telecom. Teleglobe Cda, Gest Networks,TSI and
Network Eng Ltd visited Mlsia;Datacap conducted
seminar;STM man dir attended Temic;Tydac,Bercha,
Intera,Geovision finalizing bus coop relps.