

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 :436-DUBLIN

005-ADVANCED TECH. PROD. & SERV  
IRELAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

??????

IN LIGHT OF COMMUNICATIONS MINISTERS APPROVAL OF MMDS TECHNOLOGY,  
FOLLOW UP WITH KEY OFFICIALS AND CABLE TV COMPANIES.

POTENTIAL CONTRACT OF \$2,000,000 CDN

MAINTAIN CONTACT WITH IRISH BUYERS OF SATELLITE DISHES, CATV  
CONNECTORS AND AMPLIFIERS.

SALES OF \$50,000 CDN

MONITOR ATLANTIC SATELLITES/HUGHES PROJECT.

REALISATION OF PROJECT DEPENDS ON VARIOUS  
FACTORS-DIFFICULT TO ASSESS AT THIS TIME.

APPROACH OTHER CANADIAN SUPPLIERS OF CATV AND BROADCAST EQUIPMENT

SALES OF \$50,000 CDN

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MONITOR DEVELOPMENTS RE INTRODUCTION OF MMDS  
TECHNOLOGY.

IRISH DEPARTMENT OF COMMUNICATIONS HAVE RECEIVED  
UP TO 30 APPLICATIONS FROM CABLE TV COMPANIES TO  
OPERATE SYSTEMS. IT IS SUGGESTED THAT ONLY 15-17  
ARE VIABLE.

QUARTER: 2 -----

QUARTER: 3 Assess "openings" and niches in such high tech  
areas as MMDS/CATV, GIS, software and componen-  
try.

Canadian technology still to fore-front in MMDS,  
Geographic Information systems etc. Increasing  
sales of componentry.

QUARTER: 4 Follow up on range of openings and relationships  
in high tech products.

Memorandum of understanding between Canada (EMR)  
and Ireland under consideration - remote sensing  
etc.

Manitoba Telephone Group acting as prime  
consultants for Cork Communications (MMDS TV).