

REPORT 4
89/05/10

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 :512-SINGAPORE

005-ADVANCED TECH. PROD.& SERV
SINGAPORE

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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CONTINUE LIAISON WITH SINGAPORE TELECOMS OFFICIALS ON THE IMPLEMENTATION OF AN ISLAND WIDE DIGITAL COMMUNICATION NETWORK PROJECT

ENSURE THAT AT LEAST ONE CANADIAN COMPANY PARTICIPATES SUCCESSFULLY IN THE PILOT PROJECT.

FOLLOW-UP WITH SINGAPORE TELECOMS OFFICIALS ON THEIR PLANNED INFORMATION NETWORKING SYSTEMS.

ENSURE THAT CAPABLE CANADIAN COMPANIES ARE AWARE OF THIS OPPORTUNITY AND WELL PLACED TO TAKE ADVANTAGE OF IT.

HOLD PRODUCT SEMINARS FOR POTENTIAL CUSTOMER AND REPRESENTATIVES.

INCREASED SALES OF TELECOMMUNICATION PRODUCTS AND SYSTEMS.

IDENTIFY MARKET OPPORTUNITIES FROM SINGAPORE TELECOMS OFFICIALS IN A TIMELY MANNER.

CANADIAN COMPANIES WILL BECOME AWARE OF UPCOMING TENDERS AND PROJECTS, AND HAVE SUFFICIENT TIME TO PREPARE PROJECT PROPOSALS.

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CONTINUE TO WORK ON THE TELECOMS NETWORKING AND TRADERS SYSTEMS REQUIREMENTS.

INCREASE CANADIAN COMPANIES' OPPORTUNITIES TO BID ON THE PROJECT.

CONTINUE TO IDENTIFY AND LIAISE WITH LOCAL COMPUTER SOFTWARE AND SYSTEM COMPANIES.

INCREASE THE MARKET SHARE OF CANADIAN COMPUTER SOFTWARE CAPABILITIES.

CONTINUE TO DEVELOP CONTACTS WITH NATIONAL COMPUTER BOARD OFFICIALS.

AN INCREASE IN THE LEVEL OF AWARENESS OF CANADIAN COMPUTER SOFTWARE CAPABILITIES.

WORK WITH SINGAPORE TELECOMS REGARDING THEIR INTEGRATED BILLING SYSTEM REQUIREMENTS.

ENSURE THE PARTICIPATION IN THIS PROJECT BY AT LEAST ONE CANADIAN COMPANY.

PRODUCTS PRESENTATIONS TO LOCAL BUYERS, AGENTS, DISTRIBUTORS INSTITUTIONS, ETC.

INCREASE CANADIAN SUPPLIERS VISITS AND INCREASE SALES.

ENCOURAGE LOCAL SOFTWARE COMPANIES AND INSTITUTIONS TO VISIT CANADA.

INCREASE CANADIAN MARKET SHARE FOR COMPUTER SOFTWARE AND SYSTEMS.