

REPORT 4
88/02/02

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

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POST : 639-LIMA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

ASSESSING RESULTS OF INVITEES TO EXPO 86 PAID FROM CIDA FUNDS.

TO CONDUCT A MARKET SURVEY IDENTIFYING POTENTIAL FOR CANADIAN
TELECOM AND SATELLITE PRODUCTS.

WORK WITH CIDA AND PERUVIAN PLANNING INSTITUTE TO HAVE TELECOM-
MUNICATIONS AN AREA OF CONCENTRATION FOR CANADIAN TECHNICAL
ASSISTANCE

DEVELOP EVEN CLOSER COORDINATION WITH PERUVIAN DIRECTORATE IN
CHARGE OF INTERAMERICAN TELECOMMUNICATIONS CONFERENCE IN LIMA,
AUGUST 1987.

RECORD ADDITIONAL AGENCIES ESTABLISHED AND
SOME SALES.

TO PRODUCE A REPORT IN FY 87/88. SEND TO
ACTIVE CANADIAN EXPORTERS.

DEVELOP INCREASED EXPORTS VIA CIDA FUNDING IN
EFFORT TO ESTABLISH PRODUCT LOYALTY AND
ADDITIONAL SALES.

MORE SPEAKERS FROM CANADA AND RAISE AWARENESS
OF CANADIAN EXPERTISE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUED WORK TO HAVE TELECOMMUNICATION SECTOR
PRIORITY WITH CIDA & PERUVIAN PLANNING INSTITUTE
TO USE WITH CIDA LINE OF CREDIT. WORKED WITH NOR-
THERN TELECOM IN PREPARING MAJOR PROMOTIONAL PR-
ESENTATION TO PVAN TELECOMM: ENTEL & CPT.

SECTOR NOW RECOGNIZED AND AWAITING CIDA PLANNING
MISSION.
PORCEEDING.

QUARTER: 2 A) CONTINUE WORK TO HAVE TELECOMS SECTOR PRIORITY
WITH CIDA & PERUVIAN PLANNING INSTITUTE TO USE
WITH CIDA LINE OF CREDIT. B) WORK WITH NORTHERN
TELECOM IN PREPARING MAJOR PROMO'L PRESENT'N TO
PERUVIAN TELECOM ENTITIES; ENTEL&CPT FOR JULY 87.

A) PLANNING MISSION SCHEDULED FOR NOVEMBER 87.
B) PROPOSAL AND BID BEING EVALUATED FOR OVER \$20
MILLION.

QUARTER: 3 -----

QUARTER: 4 -----