

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 :637-SAO PAULO

005-ADVANCED TECH. PROD. & SERV
BRAZIL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUED FOLLOW-UP WITH PARTICIPANTS OF REGULAR FEDERALLY AND
PROVINCIALY SPONSORED HI-TECH MISSIONS TO BRAZIL

MAXIMIZE CONCRETE RESULTS IN TERMS OF AGENC-
IES ESTABLISHED (UP TO 5), CONCLUSION OF SALES
OR ESTABLISHMENT OF JV/TT (UP TO 4)

FOLLOW-UP ON HI-TECH'87 AND CONTACTS WITH BRAZILIANS ESTABLISHED
AS A RESULT OF SAME.

REPRESENTATION AGREEMENTS (UP TO 3).

CONTINUE TO SUPPORT SALES EFFORTS BY OTHER CANADIAN COMPANIES
SUCH AS SPAR, SR TELECOM, MITEL, NORTHERN TELECOM, LOGO AND OTHERS

CONCLUSION OF 2/3 SALES AGREEMENTS AND/OR JV/
TT.

REPORT ON NEW SOFTWARE LAW EXPECTED TO BE RELEASED IN NEXT FEW
MONTHS.

RESOLVE WHETHER PARTICIPATION IN INFORMATICA
'89 JUSTIFIED.

ORGANIZE PARTICIPATION IN AND FOLLOW-UP ON CONTACTS TO BE ESTA-
BLISHED AT TELECOM'88 IN RIO DE JANEIRO.

INCREASED EXPOSURE OF CANADIAN CAPABILITIES
IN SECTOR AND INCREMENTAL OPPORTUNITIES FOR
SALES/TECHNOLOGY COOPERATION.

FOLLOW UP ON SATELLITE'86 AND 87, ON SATELLITE APPLICATIONS AND
ENVISAGE PARTICIPATION IN SIMILAR SEMINAR EVENTS IN 1988.

INTRODUCTION OF CANADIAN KNOW-HOW/TECHNOLOGY
IN FUTURE BRAZILIAN APPLICATIONS, E.G. TELE-
EDUCATION, TELE-MEDICINE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A) ORGANIZE & PARTICIPATE IN AMERICAS TELECOM
(RIO) MAY 88.

A) EVENT A TOTAL SUCCESS FROM RESULTS ACHIEVED
(SALES & BUSINESS ASSOCIATIONS).

QUARTER: 2 Technical cooperation agreement with TELEBRAS.
2. ISDN Seminar: Northern Telecom/Mitel
3. Quebec Mission
4. Proceed with preparation of Satellite '88

Resulted in series of visits of TELEBRAS spec-
ialists to Cda. 2. Resulted in incr. interest by
CPQD in propriety chips produced by Mitel
3. Resulted in agreement in principal for rep-
resentation

QUARTER: 3 Continued Asstce. to Novatel & Northern Telecom
for mobile Cellular Tel. Systems.
Continued assistance to coys in Remote Sensing.

Visits to territ. Participation of both at Mobile
Cellular Seminar. Call for prequalifcs. and ten-
ders 1st quarter 1989.

Visits to territ. Participation in Selper Seminar
(2 speakers - exhibitors).

QUARTER: 4 Continued assistance to Novatel & Northern
Assist Spar Aerospace in satellite bid
Assist Data Radio Inc. in market entry.

Bid delivered, awaiting results
Bid delivered, results expected end May
Organizing 3 seminars to identify potential
partners and sales opportunities.