

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

POST : 409-BERNE

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BROADCASTING (INC CATV)

OBTAIN DETAILS RE BASLE CABLE PROJECT

TO INCREASE CHANCES FOR CDN COS TO SELL  
TECHNOLOGY SERVICES & PRODS.

TO FOLLOW UP WITH SWISS PTT RE THEIR VISIT TO CDA, DRAW ATTENTION  
TO CDN CAPABILITY IN INDUSTRIAL CABLE TV EQUIPMENT, TV DISHES AND  
RELATED EQUIPMENT.

TO DEVELOP KNOWLEDGE AND INTEREST IN CDN  
TECHNOLOGY AND PRODUCTS

TO DEVELOP A CLOSE RELATIONSHIP WITH THE MOST IMPORTANT OF THE  
2200 CABLE TV OWNERS AND THEIR ASSOCIATIONS.

TO GIVE CDN PRODUCT/TECHNOLOGY A HIGHER VISI-  
BILITY AND CREATE INTEREST IN CDN PRODUCTS.

TO INCREASE CONTACTS WITH SWISS PTT OFFICIALS.

TO OBTAIN INFO. ON THE NEW TELECOMMUNICATION  
LAW WHICH WILL BE ENACTED AROUND 1988/89  
(REGARDING INTERACTIVE TV SERVICES)

TO VISIT LOCAL FAIRS TO KNOW BETTER POTENTIAL OF DISTRIBUTORS,  
INTEREST AND CAPABILITIES.

TO MAKE BETTER RECOMMENDATIONS TO CDN  
EXPORTERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 OBTAINED INFO FOR GENEVA CABLE PROJECT & FOLLOW  
UP WITH CDN SUPPLIERS. DRAW TTENTION ON CDN CAP-  
ABILITIES FOR HOME TV DISHES/EQPT. VISIT MONTREUX  
TV SYMPOSIUM & RECOMMEND ATTENDANCE.

TELEGENEVE SIGNED A MULTI-MILLION DOLLARS AGREE-  
MENT WITH LINDSAY SPECIALTY PRODUCTS, ONTARIO. RE-  
DIFFUSION (MAJOR TV CABLE OWNER) IS REDSY TO CO-  
NSIDER CDN OFFERS. 8 CDN EXHIBITORS, SALES ON  
SITE BY VERTIGO (PEMD).

QUARTER: 1 PROMOTE MARKET FOR EDUCATION SOFT. FRENCH & OTHER  
COMPUTER EQUIPMENT.

LOGO COMPUTER SYSTEM IS PREPARED TO SIGN AN  
AGREEMENT WITH GESTRONIC FOR "LARGE QUANTITIES".  
DEXTRA PLACED A TRIAL FOR "LARGE QUANTITIES".  
DEXTRA PLACED A TRIAL ORDER WORTH \$3,500 FOR  
"ALL CARDS".

QUARTER: 2 INCOMING BUYER MISSION FOR GENEVA CABLE PROJECT.  
TELECOM 87 PLANNING & PREPARATION.

MISSION WAS VERY SUCCESSFUL & PARTICIPATION,  
MR. CHEVALIER, IS PLANNING SECOND TRIP. ALLOCA-  
TION OF TASKS AMONG ORGANIZERS (RWT-TWTP-DOC-  
GENEVA-BERNE) COMPLETED. PROJECT LOOKS PROMISING

QUARTER: 3 ORGANIZED CDN PARTICIPATION IN TELECOM 87 WITH  
RWF/DOC; ORGANIZED DOC MIN PROGRAM FOR TELECOM  
WITH DOC & OTHER POSTS.

MIN HELD 10 BILATERALS, HOSTED RECEPTION FOR  
4-500 PLUS 2 DINNERS; 35 CDN COS EXHIBITED AT CDN  
PAVILION. VERY SUCCESSFUL MEETINGS (KENYA PTT/  
SPANISH TV, ETC). SHOW HAD EXHB. FM 163 COUNTRIES  
(264,000 VISITS).