

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: 643-CARACAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

FINDING ADEQUATE AGENTS TO REPRESENT CANADIAN COMPANIES.

INCREASE IN THE NUMBER OF CANADIAN COMPANIES REPRESENTED.

PROMOTION OF CANADIAN EXPERTISE IN TELECOMMUNICATIONS TO THE GOVERNMENT TELEPHONE COMPANY (CANTV).

INCREASE AWARENESS OF CANADIAN CAPABILITIES IN THIS SECTOR AND TECHNICAL ASSISTANCE PROGRAM BY BELL CANADA INT. (BCI).

ASSESS THE DEVELOPMENTS IN THE VENEZUELAN TELECOMMUNICATIONS INDUSTRY.

TECHNOLOGY TRANSFER AGREEMENTS BETWEEN CANADIAN AND VENEZUELAN COMPANIES.

CIVILIAN AND MILITARY COMMUNICATIONS SYSTEMS SURVEY.

IDENTIFY SIZE OF POTENTIAL MARKET. DRAW MARKET TO ATTENTION OF CANADIAN EXPORTERS.

COMPUTERS, SOFTWARE & SYSTEMS

FIND ADEQUATE REPRESENTATIVES FOR CANADIAN COMPANIES IN THE FIELD OF COMPUTER HARDWARE AND SOFTWARE.

INCREASE IN THE NUMBER OF AGENTS IN VENEZUELA REPRESENTING CANADIAN COMPANIES.

PROMOTION OF EDUCATIONAL HARDWARE AND SOFTWARE FOR THE VENEZUELAN EDUCATION SYSTEM (PRIMARY AND HIGH SCHOOL).

POTENTIAL USE OF CANADIAN TECHNOLOGY BY THE MINISTRY OF EDUCATION.

INTRODUCTION OF CANADIAN SOFTWARE PRODUCTS TO THE PETROLEUM INDUSTRY FOR SPECIALIZED APPLICATIONS.

SALES OF CANADIAN SOFTWARE TO THE PETROLEUM INDUSTRY.

MAJOR ECONOMIC/COMMERCIAL REPORT ON THE DEVELOPMENT OF THE VENEZUELAN INFORMATICS INDUSTRY.

BETTER ASSESSMENT OF MARKET FOR CANADIAN COMPANIES. BRING MORE COMPANIES TO MARKET.

CONTACTING VENEZUELAN COMPANIES AND THE INFORMATICS ASSOCIATION TO MAKE AUDIO-VISUAL PRESENTATIONS.

BUILD AN AWARENESS OF CANADIAN EXPERTISE IN THIS SECTOR. GENERATE MORE ENQUIRIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 THE CONTACTING OF VENEZUELAN COMPANIES TO MAKE AUDIOVISUAL PRESENTATIONS.

THE POST HAS CONTACTED OVER 20 VENEZUELAN SOFTWARE COMPANIES TO INTRODUCE CANADIAN PRODUCT AND THERE IS A GROWING AWARENESS OF OUR CAPABILITIES

QUARTER: 2 FIND ADEQUATE REPRESENTATIVES FOR CANADIAN COMPANIES IN THE FIELD OF COMPUTER HARDWARE AND SOFTWARE.

POST HAS CANVASSED MORE THAN THIRTY DISTRIBUTORS AND AGENTS IN THIS FIELD AND IS IN GOOD POSITION TO INTRODUCE CANADIAN PRODUCTS TO THIS MARKET. GREAT INTEREST SHOWN IN DISTRIBUTED LITERATURE.