

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 : 511-KUALA LUMPUR

005-COMM & INFORM. EQP. & SERV
MALAYSIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

REMOTE SENSING

DEVELOP CONTACT WITH KEY MEMBERS OF THE MALAYSIAN REMOTE SENSING COMMITTEE.

ESTABLISH AWARENESS OF CDN EXPERTISE & ESTABLISH CDN HIGH COMM AS AN IMPORTANT LINK BETWEEN BUYERS & CDN SUPPLIERS.

VISIT PRINCIPAL USERS OF REMOTE SENSING SYSTEMS TO DEVELOP AN AWARENESS OF MARKET NEEDS AND AREAS OF OPPORTUNITY.

ESTABLISH INVENTORY OF EXISTING REMOTE SENSING ACTIVITIES & OPPORTUNITIES FOR INCREASING DOWNSTREAM CANADIAN SALES.

DEVELOP A STRATEGY FOR MARKET DEVPMT AND EXPANSION IN REMOTE SENSING.

FIELD & ENHANCE OUR SALES PROSPECTS.

CONCERTED FOLLOW UP WITH PARTICIPANTS IN THE FEBRUARY 1987 REMOTE SENSING SEMINAR.

IDENTIFICATION OF CONCRETE SALES PROSPECTS THAT WOULD BE REFERRED TO CANADA FOR ACTION.

DEVELOP A PLAN OF ACTION TO PROMOTE THE CONCEPT OF SATELLITE EARTH STATIONS FOR REMOTE SENSING.

BETTER POSITION CDN COS ON BIDS IN UPCOMING TENDERS.

PROMOTE INFORMATION EXCHANGE & COOPERATION ACTIVITIES BETWEEN CDN CENTRE FOR REMOTE SENSING & RELATED CDN INSTITUTIONS AND COUNTERPART MALAYSIAN ORGANIZATIONS.

ESTABLISH STRONG BILATERAL RELATIONSHIP IN EMERGING FIELD & FACILITATE TECHNOLOGY TRANSFER.

TELECOMMUNICATIONS (INC SPACE)

CONCERTED FOLLOW UP WITH MALAYSIAN PARTICIPANTS AT CANADA ASEAN FORUM & EXPO INDUSTRIAL COOPERATION AND 1986 REGIONAL ITU TRAINING CONFERENCE AT VANCOUVER.

REINFORCE CDN IMAGE AS HIGH TECH LEADER, FINALIZE NEW AGENCIES FOR CDN FIRMS AND PROMOTE POTENTIAL JOINT VENTURES MANUFACTURE.

EFFECT A STRATEGY TO ENHANCE CDN INVOLVEMENT IN MALAYSIAN TELECOMMUNICATION DEVELOPMENT.

CDN COS PROVIDING CONSULTING & RELATED SERVICES TO STM. 2 NEW CDN COMPANIES INTRODUCED TO MALAYSIAN MARKET.

DETERMINE DETAILS OF REVISED FIVE YEAR PLAN DEVELOPMENT PROGRAM FOR TELECOMMUNICATIONS SECTOR.

IDENTIFY CONCRETE PROJECTS/OPPORTUNITIES FOR CANADIAN INDUSTRY OVER NEXT FIVE YEARS.

DEVELOP SENIOR LEVEL CONTACTS AT STM TO IDENTIFY NEW AREAS OF OPPORTUNITY ARISING FROM PRIVATIZATION AND ENSURE THAT RELEVANT CANADIAN CAPABILITIES ARE MADE KNOWN.

INCREASE IN CANADIAN GOODS SUPPLY BY AT LEAST 10%.

SYSTEMATIC PROGRAM OF VISITS TO MEET PRINCIPAL MALAYSIAN TELECOMMUNICATIONS EQUIPMENT MANUFACTURERS TO IDENTIFY AREAS OF POTENTIAL JOINT VENTURE INTEREST.

ESTABLISH AT LEAST ONE CANADIAN COMPANY IN A JOINT VENTURE IN MALAYSIA.