

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

page 30

POST : 653-HAVANA

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

HAVE TWO MAJOR CANADIAN COMMUNICATIONS FIRMS ORGANIZE
TECHNICAL SEMINARS IN CUBA.

HOST INFORMAL LUNCHES WITH CUBAN EMPRESAS IN COMMUNICATIONS
FIELD.

GIVE SUBSCRIPTIONS OF SPECIALIZED CANADIAN MAGAZINES TO CUBAN
OFFICIALS.

ANTICIPATED RESULTS:

IMPROVE THEIR RELATIONSHIP WITH CLIENTS.

IMPROVE OUR RELATIONSHIP WITH CUBANS.

IMPROVE AWARENESS OF CANADIAN CAPABILITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ENTREPRENDRE LES DEMARCHES NECESSAIRES POUR QUE
MITEL ET SPILBURY ORGANISENT DES SEMINAIRES.
ABONNER DIVERSES ORGANISATIONS CUBAINES A DES
MAGAZINES DE TELECOMMUNICATIONS.

QUARTER: 2 INITIATED PRELIMINARY WORK FOR MITEL SEMINAR IN
HAVANA. MICROTEL, WITH POST ASSISTANCE, SUCCESS-
FULLY APPROACHED THE CUBAN MARKETPLACE.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

SPILSBURY NE PEUT RIEN FAIRE PARCE QUE LA SEE NE
COUVRE PLUS CUBA. MITEL ORGANISERA VRAISEMBLABL-
EMENT UN SEMINAIRE EN OCTOBRE. MICROTEL, UN NOUVEAU
VENU A CUBA A BIEN REUSSI SON ENTREE EN OBTENANT
DES RENCONTRES DE HAUT NIVEAU.

MITEL SEMINAR IN CUBA SCHEDULED FOR 1ST QUARTER
'88. MITEL ALSO OPENED A REPR. OFFICE IN HAV. TO
PROVIDE LOCAL CUSTOMERS WITH TECHNICAL/AFTER
SALES SERVICES. MINISTRY OF COMM. HAS AGREED TO
PURCHASE 2 USED CENTRAL OFFICES FROM MICROTEL.