

REPT4D
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

55

POST :644-MEXICO

SECTOR :005-ADVANCED TECH. PROD. & SERV
MEXICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:TELECOM, DATACOM, SAT, SPACECOM

MARKET REPORT IS IN PREPARATION
MORE EFFECTIVE PROMOTION BY CDN EXPERTORS

PARTICIPATION IN COMEXPO MEXICO D F FEB 20-MARCH 3, 1988
5 REPRESENTATION AGREEMENTS.

COMMERCIAL OFFICER TOUR OF CANADA NOV 88
KNOWLEDGE OF INDUSTRY & NEEDS.

ARTICLE FOR CANADA EXPORT
NEW INTEREST IN MKT

INFO BOOTH AT COMEXPO FEB'90
NEW LEADS

INFO BOOTH AT MEXCOMM, FEB'90
NEW LEADS

MINI SHOWS/TECH SEM AT EMB & BOOTHS AT COMPACOM/EXPO-ELECT
REPRESENTATION AGREEMENTS

FOCUSSED PROMOTIONS ON MKTS OTHER THAN TELMEX (BKS PEMEX CEE
NEW SALES OPPORTUNITIES

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

MARKET REPORT ON SECTOR AND ARTICLE IN CANADA EXPORT
GREATER MKT AWARENESS

PUSH SECTOR FOR PROVINCIAL TRADE MISSIONS

INFO BOOTHS AT COMPUCON, EXPO ELECTRONICO