

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BERNE

Market: SWITZERLAND

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Duty free Imports from EFTA & EC

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: Follow-up informatics mission (Feb. 89) results  
Expected Results: Determine commercial arrangements made.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: Swiss Data, Basel 4-8 Sept 90 (info booth)  
Expected Results: Participation by 5 Canadian firms.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: Develop data base of major Swiss firms in computer sector.  
Expected Results: Provide Cdn exporters with more complete information.

Activity: Up-date report on Swiss computer market.  
Expected Results: Provide Cdn exporters with more complete information.