

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 : 531-WELLINGTON

005-COMM. & INFORM. EQP. & SERV
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

FOLLOW-UP OF CONTACTS MADE BY TELECOM MISSION IN NOV'86.

INCREASED TELECOMS SALES BY SUPPORTING/MAIN-
TAINING CONTACT WITH N Z BUYERS AND CDN
SUPPLIERS.

DELIVATION OF NEW OPPORTUNITIES DUE TO DEREGULATION OF N Z
TELECOMS.

INCREASED SALES BY RELAYING TO CDN INDUSTRY
NEW MARKET OPPORTUNITIES IDENTIFIED.

COMPUTERS, SOFTWARE & SYSTEMS

POST HAS BEGUN MARKET SURVEY OF LOCAL IMPORTERS

LIST OF PRODUCTS REQUIRED BY LOCAL IMPORTERS

SURVEY OF LOCAL SOFTWARE CONSULTING HOUSES

DEVELOP CONTACTS OF SOFTWARE FIRMS POTENTIAL-
LY INTERESTED IN JV WITH CANADIAN FIRMS.

THREE CATALOGUES SHOWS IN TERRITORY

INCREASE NUMBER OF CANADIAN FIRMS ACTIVE IN
NEW ZEALAND

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 SURVEY OF COMPUTER SOFTWARE AND HARDWARE
IMPORTERS. MAINTAIN CONTACT WITH NEW TELECOMS
(NZ) LTD AND TO FORWARD TENDERS TO CCC.

SURVEY COMPLETED. REPORT INCOMPLETE. TELECOMS
TENDERS SENT ROUTINELY TO CCC.

QUARTER: 3 COMPUTER/COMMUNICATIONS TRADE MISSION FROM CDA.
COMPLETION OF MARKET SURVEY.

ORGANIZED SUCCESSFUL MISSION STILL WAITING FOR
REPORT ON RESULTS FROM COMPANIES. MARKET SURVEY
COMPLETED.

QUARTER: 3 PARTICIPATION IN SPACE COMMUNICATIONS SEMINAR.

PARTICIPATION IN SEMINAR. DISTRIBUTED 120
PACKAGES OF CDN TECHNOLOGY TO ATTENDEES HAD
MICROTEL AS MAIN SPEAKER.

QUARTER: 4 -----