

REPT4D
89/12/12

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

POST :409-BERNE

005-ADVANCED TECH. PROD. & SERV
SWITZERLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOM, DATACOM, SAT, SPACECOM

MONITOR DEV'T OF THE MARKET FOR HOME TV DISHES/CONVERTERS SWITZERLAND
INCREASE BY 2 THE NUMBER OF CDN COMPANIES REPRESENTED IN

MONITOR THE IMPLEMENTATION OF NEW TELECOM. LAW CHANGES & DEREGULATIONS
I.D. MARKET OPENINGS AND OPPORTUNITIES BROUGHT BY LEGAL

MONITOR DEV'T IN THE USE OF SATELLITE CHANNELS
I.D. OPPORTUNITIES FOR CDA

COMPUTERS HARD/SOFTWARE & COMP

TARGETED MARKETING; MAIL-OUT AND QUESTIONNAIRES 10 HIGH VOLUME BUYERS
TO MEASURE INTEREST IN CONSIDERING CDN SUPPLIERS; IDENTIFY

DEV DATA-BASE & COMPANY PROFILE SYSTEM-SWI COMPUTER SECTOR MATERIAL FOR WIN PROGR.
TO SUPPLY CDN EXPORTERS WITH MORE INFO AND TO PREPARE

INFO BOOTH AT SWISS COMPUTER FAIR IN GERMAN SPEAKING SECTOR 25 DISTRIBUTORS)
INCREASE AWARENESS OF CDN PRESENCE ON SWISS MARKET (TARGET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - To monitor New Swiss telecommunications law.
- National Stand at International TV Symposium
and Technical Exhibition, Montreux, June 17-22,
1989.

-Modems deregulated by PTT June 30, 1989. - Post
did not participate due to decision to devote
resources to Oct. ITU-COM 89 (Electronic Media)
in Geneva. Post attended Montreux Show. 2 Cdn
cos exhibited & Cdns took part in Symposium.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----