

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 : 409-BERNE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BROADCASTING (INC CATV)

OBTAIN DETAILS RE BASLE CABLE PROJECT

TO FOLLOW UP WITH SWISS PTT RE THEIR VISIT TO CDA, DRAW ATTENTION TO CDN CAPABILITY IN INDUSTRIAL CABLE TV EQUIPMENT, TV DISHES AND RELATED EQUIPMENT.

TO DEVELOP A CLOSE RELATIONSHIP WITH THE MOST IMPORTANT OF THE 2200 CABLE TV OWNERS AND THEIR ASSOCIATIONS.

TO INCREASE CONTACTS WITH SWISS PTT OFFICIALS.

TO VISIT LOCAL FAIRS TO KNOW BETTER POTENTIAL OF DISTRIBUTORS, INTEREST AND CAPABILITIES.

TO INCREASE CHANCES FOR CDN COS TO SELL TECHNOLOGY SERVICES & PRODS.

TO DEVELOP KNOWLEDGE AND INTEREST IN CDN TECHNOLOGY AND PRODUCTS

TO GIVE CDN PRODUCT/TECHNOLOGY A HIGHER VISIBILITY AND CREATE INTEREST IN CDN PRODUCTS.

TO OBTAIN INFO. ON THE NEW TELECOMMUNICATION LAW WHICH WILL BE ENACTED AROUND 1988/89 (REGARDING INTERACTIVE TV SERVICES)

TO MAKE BETTER RECOMMENDATIONS TO CDN EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 OBTAINED INFO FOR GENEVA CABLE PROJECT & FOLLOW UP WITH CDN SUPPLIERS. DRAW ATTENTION ON CDN CAPABILITIES FOR HOME TV DISHES/EGPT. VISIT MONTREUX TV SYMPOSIUM & RECOMMEND ATTENDANCE.

QUARTER: 1 PROMOTE MARKET FOR EDUCATION SOFT. FRENCH & OTHER COMPUTER EQUIPMENT.

QUARTER: 2 INCOMING BUYER MISSION FOR GENEVA CABLE PROJECT. TELECOM 87 PLANNING & PREPARATION.

QUARTER: 3 ORGANIZED CDN PARTICIPATION IN TELECOM 87 WITH RWTF/DOC; ORGANIZED DOC MIN PROGRAM FOR TELECOM WITH DOC & OTHER POSTS.

TELEGENEVE SIGNED A MULTI-MILLION DOLLARS AGREEMENT WITH LINDSAY SPECIALTY PRODUCTS, ONTARIO. REDIFFUSION (MAJOR TV CABLE OWNER) IS READY TO CONSIDER CDN OFFERS. 8 CDN EXHIBITORS, SALES ON SITE BY VERTIGO (PEMD).

LOGO COMPUTER SYSTEM IS PREPARED TO SIGN AN AGREEMENT WITH GESTRONIC FOR "LARGE QUANTITIES". DEXTRA PLACED A TRIAL FOR "LARGE QUANTITIES". DEXTRA PLACED A TRIAL ORDER WORTH \$3,500 FOR "ALL CARDS".

MISSION WAS VERY SUCCESSFUL & PARTICIPATION, MR. CHEVALIER, IS PLANNING SECOND TRIP. ALLOCATION OF TASKS AMONG ORGANIZERS (RWT-TWTP-DOC-GENEVA-BERNE) COMPLETED. PROJECT LOOKS PROMISING

MIN HELD 10 BILATERALS, HOSTED RECEPTION FOR 4-500 PLUS 2 DINNERS; 35 CDN COS EXHIBITED AT CDN PAVILION. VERY SUCCESSFUL MEETINGS (KENYA PTT/SPANISH TV, ETC). SHOW HAD EXHB. FM 163 COUNTRIES (264,000 VISITS).