

POST : 409-BERNE

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WORKPLACE AUTOMATION

OBTAIN INFORMATION ON CURRENT MARKET AND ASCERTAIN NEEDS OF SWISS SUPPLIERS OF OFFICE EQUIPMENT AND REPORT TO CDN. SUPPLIERS.

ALERT COMPANIES ACTIVE IN THE OFFICE EQUIPMENT SECTOR OF CANADIAN PARTICIPATION IN EUROPEAN FAIRS.

INCREASE CDN. SUPPLIER VISITS

INCREASE AWARENESS OF CDN. CAPABILITY.

TELECOMMUNICATIONS (INC SPACE)

TO FOLLOW UP WITH SWISS PTT RE THEIR VISIT TO CDA IN ORDER TO DRAW ATTENTION ON CDN CAPABILITY IN TELECOMMUNICATION PRODUCTS AND CDN CATV TECHNOLOGY

TO DEVELOP A CLOSE RELATIONSHIP WITH MAJOR SWISS TELECOMMUNICATION FIRMS, HASLER, AUTOPHON, GFELLER, HELVECOM, ASSOC SUISSE DES TELERESEAUX

PROMOTE CDN TELECOM. TECHNOLOGY & GENERATE INTEREST IN ORDER TO BRING TOGETHER CDN SUPPLIERS(ATTENDING TELECOM'87 & THE MONTREUX TV SYMPOSIUM'87) AND SWISS KEY DECISION MAKERS IN CHARGE OF SELECTING EQUIPMENT FOR SWITZERLAND

MONITOR TO INFORM THE CDN INDUSTRY ON COMMERCIAL OPPORTUNITIES REF: PLANNED MULTIBILLION SFR FIBRE OPTIC NETWORK FOR THE SWISS PTT, AND THE DEVELOPING INTEREST IN HOME SATELLITE TV RECEIVING EQUIPMENT.

USE OF LOCAL SPECIALIZED MAGAZINES TO INTRODUCE NEW CDN PRODUCTS (FREE PRODUCTS INTRODUCTION ARTICLES OFFERED BY MANY PUBLISHERS CONTACTED)

VISIT LOCAL REGIONAL FAIRS IN ORDER TO IDENTIFY NEW LOCAL DISTRIBUTORS AND DRAW ATTENTION TO CDN PRODUCTS THROUGH PARTICIPATION AT COMPUTER 87 LAUSANNE.

AUTOMATION OF OUR REFERENCE SYSTEM(RE SPECIALIZED SOFTWARE DISTRIBUTORS)

TO DEVELOP KNOWLEDGE AND INTEREST IN CDN TECHNOLOGY AND PRODUCTS AND GENERATE SALES.

TO GENERATE INTEREST IN CDN ELECTRONIC COMPONENTS AND CDN TECHNOLOGY TO ASSESS POTENTIAL FOR TECHNOLOGY TRANSFER.

TO INCREASE CDN SHARE OF IMPORTED TELECOM. PRODUCTS

TO INCREASE VISIBILITY FOR ADVANCED CDN TELECOM. PRODUCTS.

TO BRING MORE VISIBILITY ON CDN PRODUCTS TO INCREASE EXPORTS

TO INCREASE CDN SHARE OF THE MARKET.

TO PROVIDE MORE PRECISE INFO TO DISTRIBUTORS AND TO DO DIRECT AGGRESSIVE MARKETING RE PROMISING PRODUCTS

BROADCASTING (INC CATV)

OBTAIN TENDER INFORMATION FOR GENEVA CABLE PROJECTS, FOLLOW-UP WITH CDN COS RE EQUIPMENT REQUIREMENTS.

TO POSITION CDN COS FAVOURABLY AND GENERATE PRODUCTS AND SERVICES SALES.