REPTAD 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 :407-MADRID

005-ADVANCED TECH. PROD. & SERV SPAIN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

REPORT ON NEW TELECOMMUNICATION LAW WHICH HAS BEEN APPROVED LAW IMPROVES MARKETS FOR ACCESS FOR BROAD RANGE OF CDN

PRODUCTS

ASSIST IMAX CORP TO FOLLOW UP ON LEAD FOR THEATRES PROSPECTS ARE GOOD FOR THE SALE OF TWO OR THREE THEATRES

ASSIST CDN CO. IN THEIR EFFORTS TO SELL COMMUNICATION EQPT. SALES OF SEVERAL MILLION DOLLARS

PREPARE ARTICLE-COMPUTER SOFTWARE MARKET IN SPAIN INTEREST FIVE NEW COMPANIES IN THE SPANISH MARKET

ASSIST SPAR, TELESAT ETC TO PARTICIPATE IN COMM. SATELLITE CDN PARTICIPATION COULD RESULT IN UP TO \$200 MILLION IN

SALES

DETERMINE OPPORTUNITIES IN STAR RURAL COMMUNICATIONS PROJECT POSSIBLE CON PARTICIPATION IN THIS \$300 MILLION PROJECT

Ship hade with the property of the control of the c

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -Official participation in Informat 89 in Barcelona

-Business Delegation led by Minister Crosbie

-Ongoing support of Cdn cos.

-Anticipate \$5 million over next 12 months -Four Cdn CEOs introduced to senior Span officials. Estimate several million dollars sales will result. - Span will be sub-sontractor to MATRA for Spanish telecom satellite

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----