

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 : 407-MADRID

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

PLANNING: . ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

REPORT DETAILS OF NEW COMMUNICATION LAW WHICH IS EXPECTED TO BE PASSED SOON.

INTENSIFY CONTACT WITH AND PROVIDE ASSISTANCE TO CDN INDUSTRY IN VIEW OF SPAIN'S APPARENT DECISION NOT TO JOIN EUROTEL CONSORTIUM.

ENCOURAGE AND ASSIST CDN. COMPANIES TO CONTACT LOCAL SPANISH COMPANIES IN THE CABLE AND SATELLITE SUBSECTOR FOR PARTICIPATION IN NEW MAJOR PROJECTS.

PREPARE AN ARTICLE ON THE COMMUNICATIONS MARKET IN SPAIN AND OFFER IT TO CDN. TRADE MAGAZINES FOR POSSIBLE PUBLICATION.

LAW SHOULD IMPROVE MARKET ACCESS FOR BROAD RANGE OF CDN. PRODUCTS.

THERE SEEMS TO BE NEW POSSIBILITIES TO MARKET PABX EQUIPMENT IN SPAIN.

INTRODUCE 5 CDN. COMPANIES TO THE MARKET.

ALERT AS MANY CDN. COMPANIES AS POSSIBLE TO GENERAL MARKET CONDITIONS IN SPAIN.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ON-GOING ASSISTANCE TO BROAD RANGE OF CDN CO'S. REPORT ON MARKET OPPORTUNITIES IN SPAIN FOLLOWING PASSAGE OF NEW COMMUNICATION LAW.

ASSISTED AES DATA TO HAVE THEIR WORD-PROCESSORS HOMOLOGATED. INTRODUCED CABLON TO BARCELONA MARKET. GENERATED NEW SALES BY ELECTROHOME & BELTRONICS. LAW TABLED IN PARLIAMENT BUT STILL NOT PASSED. NOT ABLE TO REPORT YET.

QUARTER: 2 -ON-GOING ASSISTANCE TO BROAD RANGE OF CDN COS.

-NORTH. TELECOM HAS FORMED NEW JV IN SPAIN. POST INTRODUCED NT'S TELECOMS MKTG REP TO SR. OFFICIALS IN TELEFONICA. -TIL SYSTS/TRNTO STOCK EXCHANGE HAVE SOLD DATA SYSTS TO MADRID STOCK EXCHANGE. -FOLLOW. RECENT VISIT IMAX HAS 7 POTEN'L

QUARTER: 3 ORGANIZE VISIT BY SPAR TO MARKET THEIR COMSAT EXPERTISE TO SPAN MINISTRY OF COMMUNICATIONS. PROMOTE NORTHERN TELECOM PABX TO SPAN OLYMPIC COMM. ONGOING ASSISTANCE TO BROAD RANGE OF CDN COMPANIES.

SPAN AUTHORITIES ARE INTERESTED IN CDN EXPERTISE SPAN OLYMPIC COMM WILL VISIT NT'S INSTALLATIONS IN CALGARY. EICON HAS NEW AGENT IN BARCELONA. CANSTART/ALCABE HAVE FORMED NEW JV. STRONG INTEREST IN TV SAT RECEIVING EQUIPMENT.

QUARTER: 4 ASSIST ONT GOVT TO PARTICIPATE AT SICUR 88. -ORGANIZE INFO BOOTH AT INFORMAT-EXPOTRONICA IN BARCELONA IN APRIL. - OBTAIN DETAILED INFO ON SPANISH HOMOLOGATION REQUIREMENTS FOR ELECTRONIC EQPT.

NEW SALES PROSPECTS DEVELOPED FOR SEVERAL COS. -ONT GOVT AND 6 COS TO PARTICIPATE ON STAND. -INFO OBTAINED FROM TELEFONICA & PASSED TO A NUMBER OF INTERESTED CDN COS.