

POST : 406-LISBON

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

EXPANSION OF POST CONTACTS WITH INDUSTRY REPRESENTATIVES FOR SOFTWARE PACKAGE / IN GT SYSTEMS.

ASSESSMENT OF MARKET POTENTIAL TRENDS AND ESTABLISHMENT OF AT LEAST 2 CDN SOFTWARE LOG ON THE PORTUGUESE MKT.

DIRECT MAILINGS OF PROMOTIONAL MATERIAL AND DOCUMENTATION TO OFFICIALS OF ENV DEPT, PLANIFICATION DEPT.

INCREASED POTENTIAL BUYER AWARENESS OF CDN CAPABILITIES AND INTERESTS IN ENVIRONMENTAL CONTROLS.

SEMINARS (WITH INDUSTRY PARTICIPATION).

TARGETED PROMOTION.

BROADCASTING (INC CATV)

CONTINUING SUPPORT FOR LOCAL PRESENCE OF CANADIAN EXPORTERS.

IMPROVED ABILITY OF CANADIAN EXPORTER TO CAPITALIZE ON OPENING MARKET OPPORTUNITIES.

EXPANSION OF POST'S CONTACTS NETWORK AND IDENTIFY BUSINESS OPPORTUNITIES AS THEY APPEAR.

INCREASED LOCAL AWARENESS OF CANADIAN CAPABILITIES AT LEAST IN NEW AGENCY AGREEMENT.

SEMINARS (WITH INDUSTRY PARTICIPATION) ON CATV/SATELLITE GROUND STATION.

TO FACILITATE APPROPRIATE ONE-ON-ONE COMMERCIAL CONTACTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -MARKETING CALLS ON LOCAL INDUSTRY.
-POLICY DISCUSSIONS WITH PTT AND CPRM.

MET WITH CENTRAL AND POTENTIAL REPS FOR CDN EXPORTERS. REPORTED.
-MET WITH BOTH ORGANIZATIONS. REPORTED.

QUARTER: 1 MARKETING CALLS WITH CANADIAN EXPORTERS TO RTP.

ROSS VIDEO PRESENTATION SUCCESSFUL. NO REACTIONS YET FROM RTP.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----