REPORT 4
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :409-BERNE

005-ADVANCED TECH. PROD. & SERV
SWITZERLAND

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	COMPLETED REPORT ON THE SWISS COMPUTER MARKET.	IMPORT OF HARDWARE HAS DOUBLED SINCE 1984 TO REACH 2 BILLION DOLLARS IN 1987, WHILE SOFTWARE IMPORTS ARE ESTIMATED TO BE IN THE VICINITY OF $1.9 BILLION FOR 1988.
QUARTER: 1	INFORMED CANADIAN MANUFACTURERS ON OPPORTUNITY THAT SWITZERLAND OFFERS RE DIRECT BROADCASTING TC SATELLITE RECEPTION.	VARIOUS OFFERS MADE BY CDN FIRMS TO THREE SWISS COMPANIES OFFERING DISHES AND DEMODULATORS FOR DIRECT TV SATELLITE RECEPTION. 100 UNITS SOLD.
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	To complete study of Swiss Computer market to identify areas of growth + type of products in demand. Organize and implement an informatics mission of Canadian firms to Switzerland in Spring 1989.	Study completed and sent to mkt dvlpmt personnel in Ottawa, DRIE R.O.s and provinces. First ever informatics mission to Switzerland took place 22-25 February 1989. 9 Canadian firms met Swiss distributors and agents.