

29/12/89

DEPARTMENT OF EXTERNAL AFFAIRS

PAGE: 456

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: WELLINGTON

Market: NEW ZEALAND

For the next fiscal year, the mission will carry out the following approved fairs and missions:

- Activity: Communications Mission from CDA to NZ.  
Expected Results: New expters to enter NZ mkt - to tie sale for cos almost here
- Activity: Attendance and publicity surrounding INTERCOM 90 conference and exhibition.  
Expected Results: Encourage NZ'ers to CDA to source product.
- Activity: Journalist to INTERCOM 90.  
Expected Results: Media feedback on above accomplishments.
- Activity: Trade info booths at annual NELCON and TUANZ conferences (also HOSP hosting).  
Expected Results: Reinforce CDN capability to highly targeted sectors.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

- Activity: Report on sale of NZ Radio Frequency Spectrum.  
Expected Results: Infom CDA of current activities and new opportunities.
- Activity: Visit to MLBRN and SYDNY Hitech personnel.  
Expected Results: Put into place co-ordinated Australasian approach.
- Activity: Visit to Islands (In New Zealand jurisdiction).  
Expected Results: Maintain contact - seek new opportunities.
- Activity: INFOS Statistics program (using Modems).  
Expected Results: Maintain and utilize up-to-date information.