

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88

REPORT 4
88/10/21

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 409-BERNE

005-COMM. & INFORM. EGP. & SERV
SWITZERLAND

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 COMPLETED REPORT ON THE SWISS COMPUTER MARKET.

QUARTER: 1 INFORMED CANADIAN MANUFACTURERS ON OPPORTUNITY THAT SWITZERLAND OFFERS RE DIRECT BROADCASTING TC SATELLITE RECEPTION.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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.

VARIOUS OFFERS MADE BY CDN FIRMS TO THREE SWISS COMPANIES OFFERING DISHES AND DEMODULATORS FOR DIRECT TV SATELLITE RECEPTION. 100 UNITS SOLD.