REPORT 4
87/09/25

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

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POST :347-RIYADH

005-COMM. & INFORM. EQP.& SERV
SAUDI ARABIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

EXPAND DIALOGUE/SURVEY WITH SAUDI TELECOM CONTRACTORS AND AGENTS   BETTER INFORMATION ON PROSPECTS FOR LIMITED
WITH WHOM CANADIAN COMPANIES MIGHT WORK   NEW CAPITAL PURCHASING

ENCOURAGE TDD TO FOCUS ON EARLY 87 DEFENCE AND SECURITY PRODUCTS   TRY OPEN DOORS OF MILITARY TELECOM DEPT.
MISSION ON MILITARY TELECOMMUNICATIONS

SURVEY OPPORTUNITIES TO JOINT VENTURE ASSEMBLE TELECOM EQUIPMENT   ENSURE CANADIAN EQUIPMENT NOT EXCLUDED FROM
IN KSA FOR REGIONAL MARKETS   MARKET BY COMPETITION

FOLLOW-UP DEFENCE AND SECURITY PRODUCTS MISSION DIALOGUE WITH   IDENTIFICATION OF PRIORITY REQUIREMENT
MILITARY TELECOM DEPARTMENTS TO IMPROVE CURRENTLY RESTRICTED   ESPECIALLY SOLE-SOURCING PROSPECTS
ACCESS

PROMOTE CANADIAN CAPABILITIES IN PUBLIC NETWORK PAQUET SWITCHING   INCREASE AWARENESS OF CANADIAN DATA MANUFAC-
AND TELETEX TRANSMISSION AS PTT INTRODUCES TELETEX SERVICES IN   TURERS.
1987

COMPUTERS, SOFTWARE & SYSTEMS

SUPPORT ALIS IN ESTABLISHING EFFECTIVE MARKETING NETWORK FOR   APPOINTMENT OF AGENT AND DISTRIBUTORS.
THEIR ENGLISH/ARABIC SYSTEMS

GATHER MARKET INTELLIGENCE ON ENGLISH, FRENCH AND US COMPETITION   INCREASE NUMBER OF CDN COMPUTER SYSTEMS FIRMS
IN ORDER TO OFFER SUPPLIES AND SERVICES TO ACTUAL USERS.   IN KSA.

CREATE AN ELECTRONIC BULLETIN WHICH WILL OFFER TECHNICAL NEWS   INCREASE FAMILIARITY WITH CDN COMPUTER FIRMS.
FROM CANADA TO LOCAL USERS AND BUYERS.

PROMOTE SALE OF COMPUTER BASED SYSTEMS FOR OVERHAUL AND   SALE OF SYSTEM TO ONE OF MAJOR INDUSTRIAL
MAINTENANCE OF INDUSTRIAL PLANTS   USERS (PETROCHEMICAL) IN KINGDOM.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----