## REPT4D

90/04/05

## QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 89 FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

SWITZERLAND

CHANGES & DEREGULATIONS

10 HIGH VOLUME BUYERS

25 DISTRIBUTORS)

POST :409-BERNE

005-ADVANCED TECH. PROD. & SERV SWITZERLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOM, DATACOM, SAT, SPACECOM

MONITOR DEV'T OF THE MARKET FOR HOME TV DISHES/CONVERTERS INCREASE BY 2 THE NUMBER OF CDN COMPANIES REPRESENTED IN

MONITOR THE IMPLEMENTATION OF NEW TELECOM. LAW I.D. MARKET OPENINGS AND OPPORTUNITIES BROUGHT BY LEGAL

MONITOR DEV'T IN THE USE OF SATELLITE CHANNELS I.D. OPPORTUNITIES FOR CDA

COMPUTERS HARD/SOFTWARE & COMP

TARGETED MARKETING; MAIL-OUT AND QUESTIONNAIRES TO MEASURE INTEREST IN CONSIDERING CDN SUPPLIERS; IDENTIFY

DEV DATA-BASE & COMPANY PROFILE SYSTEM-SWI COMPUTER SECTOR TO SUPPLY CDN EXPORTERS WITH MORE INFO AND TO PREPARE

INFO BOOTH AT SWISS COMPUTER FAIR IN GERMAN SPEAKING SECTOR INCREASE AWARENESS OF CON PRESENCE ON SWISS MARKET (TARGET

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 To monitor New Swiss telecommunications law. - National Stand at International TV Symposium and Technical Exhibition, Montreux, June 17-22, 1989.
- QUARTER: 2 Info Booth at Ineltec, 5-8 Sept. 89, and at Swiss Computer Fair in german speaking section of Switzerland.
- QUARTER: 3 Targeted mailout of questionnaires to Swiss cos in telecom & informatics industries in order to develop local data base to assist Cdn firms enter market.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

MATERIAL FOR WIN PROGR.

-Modems deregulated by PTT June 30, 1989. - Post did not participate due to decision to devote resources to Oct. ITU-COM 89 (Electronic Media) in Geneva. Post attended Montreux Show. 2 Cdn cos exhibited & Cdns took part in Symposium.

-Post did not participate due to decision to devote resources to Oct. 89 ITUCOM. However post visited Ineltec, no Cdns participated. -Decision taken to participate in Swiss Data, Basel, Sept. 1990.

-350 questionnaires sent out, now awaiting replies.