

REPT4D
90/01/23

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

POST :407-MADRID

005-ADVANCED TECH. PROD. & SERV
SPAIN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

REPORT ON NEW TELECOMMUNICATION LAW WHICH HAS BEEN APPROVED
LAW IMPROVES MARKETS FOR ACCESS FOR BROAD RANGE OF CDN

PRODUCTS

ASSIST IMAX CORP TO FOLLOW UP ON LEAD FOR THEATRES
PROSPECTS ARE GOOD FOR THE SALE OF TWO OR THREE THEATRES

ASSIST CDN CO. IN THEIR EFFORTS TO SELL COMMUNICATION EQPT.
SALES OF SEVERAL MILLION DOLLARS

PREPARE ARTICLE-COMPUTER SOFTWARE MARKET IN SPAIN
INTEREST FIVE NEW COMPANIES IN THE SPANISH MARKET

ASSIST SPAR, TELESAT ETC TO PARTICIPATE IN COMM. SATELLITE
CDN PARTICIPATION COULD RESULT IN UP TO \$200 MILLION IN

SALES

DETERMINE OPPORTUNITIES IN STAR RURAL COMMUNICATIONS PROJECT
POSSIBLE CDN PARTICIPATION IN THIS \$300 MILLION PROJECT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -Official participation in Informat 89 in
Barcelona
-Business Delegation led by Minister Crosbie
-Ongoing support of Cdn cos.

-Anticipate \$5 million over next 12 months
-Four Cdn CEOs introduced to senior Span officials. Estimate several million dollars sales will result. - Span will be sub-contractor to MATRA for Spanish telecom satellite

QUARTER: 2 -Assist Northern Telecom efforts to establish
market for PABX systems.
-Continued promotion of Remote Sensing Equipment
-EAITC has decided to participate in INFORMAT 90
in Barcelona.

-A Memorandum of Understanding has been signed between local co. Amper and NT.
-DIPIX has made two sales of Aries Analysis Systems. ITRES Research are interested in market.
-Remote preparations began this quarter.

QUARTER: 3 -----

QUARTER: 4 -----