

REPT4D  
90/06/26

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

18

POST :340-AMMAN

SECTOR :005-ADVANCED TECH. PROD. & SERV  
JORDAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

AWARD OF CONTRACT: TCC PROCUREMENT PROGRAM  
CONTRACTS OF OVER \$50 M TO CDN EXPORTERS

RE-STRUCTURING OF TELECOM CORPORATION (TCC)  
PRIVATIZATION WILL REQUIRE MANAGERIAL SERVICES

INTRODUCTION OF CDN COMPUTER CAPABILITY IN REMOTE SENSING  
NEW MARKET FOR SOFTWARE APPLICATIONS

INTRODUCTION OF PRIVATE PAGING SYSTEM IN JORDAN  
EQUIPMENT & SERVICES SUPPLY OPPORTUNITY

SUPPORT PRIVATE SECTOR EFFORT IN X25 PROTOCOL MARKETING  
CDN INVOLVEMENT IN PACKET SWITCHING DEVELOPMENT

FOCUS ON DATA TRANSMISSION APPLICATION IN SECTOR  
IDENTIFY NEW SALES OPPORTUNITIES FOR CDN PRODUCTS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Support marketing efforts of Canadian suppliers  
with key Jordanian public and private sector  
telecom buyers

Participation by TCC director Planning in Temic  
89; sales of \$375,000 of Canadian telecom and  
computer equipment to Jordanian clients during  
quarter

QUARTER: 2 1.Support and promotion of CDN expertise with  
key local clients.

1. Major client, TCC, has experienced budget cut  
and sales will be increasingly difficult. In  
this quarter, post visited several non-TCC  
end users in support of Cdn exporters. Sales  
of C\$ 500,000. were recorded and more expected

QUARTER: 3 1.Telecoms mission specialised in data trans-  
mission.  
2.PSD project follow-up.  
3.Support Cdn expertise.

1.Highly successful mission visited Jordan.One  
company has already returned for follow-up.  
2.PSD received loan extension and purchased  
\$2.5 million of additional CDN equipment.  
3.Post attended Harris Farinon tech seminars.

QUARTER: 4 1.Provide information on tenders and secto  
opportunities in order to encourage partici[at]  
on by CDN exporters.  
2.Support CDN industry expertise through  
promotional activities

1. Several companies are active in market and  
others are tendering.  
2.Followup on telecoms mission from last quarter  
continues and projects being monitored.  
3.TCC executive recruited for TEMIC