

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 : 653-HAVANA

005-COMM. & INFORM. EQP. & SERV
CUBA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

HAVE TWO MAJOR CANADIAN COMMUNICATIONS FIRMS ORGANIZE
TECHNICAL SEMINARS IN CUBA.

HOST INFORMAL LUNCHES WITH CUBAN EMPRESAS IN COMMUNICATIONS
FIELD.

GIVE SUBSCRIPTIONS OF SPECIALIZED CANADIAN MAGAZINES TO CUBAN
OFFICIALS.

ANTICIPATED RESULTS:

IMPROVE THEIR RELATIONSHIP WITH CLIENTS.

IMPROVE OUR RELATIONSHIP WITH CUBANS.

IMPROVE AWARENESS OF CANADIAN CAPABILITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ENTREPRENDRE LES DEMARCHES NECESSAIRES POUR QUE
MITEL ET SPILSBURRY ORGANISENT DES SEMINAIRES.
ABONNER DIVERSES ORGANISATIONS CUBAINES A DES
MAGAZINES DE TELECOMMUNICATIONS.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

SPILSBURRY NE PEUT RIEN FAIRE PARCE QUE LA SEE
NE COUVRE PLUS CUBA. MITEL ORGANISERA VRAISEM-
BLABLEMENT UN SEMINAIRE EN OCTOBRE. MICROTTEL, UN
NOUVEAU VENU A CUBA A BIEN REUSSI SON ENTREE EN
OBTENANT DES RENCONTRES DE HAUT NIVEAU.