

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

144

POST :432-STOCKHOLM

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:TELECOM, DATACOM, SAT, SPACECOM

REPORT ON CELLULAR RADIO MKT IN SWEDEN  
BETTER SOURCING OF NICHE PRODUCTS

GENERAL MKT SURVEY ON TELECOMMUNICATIONS  
BETTER SOURCING OF NICHE PRODUCTS

REPORT ON ONGOING LIBERALISA'N OF TELECOM SERV & NEW MARKET.  
BETTER SOURCING OF NICHE PRODUCTS

SUB-SECTOR:BROADCASTING, INC. CABLE TV

PREPARE SHORT REPORT ON MAJOR CABLE TV OPERTERS IN SWEDEN  
BETTER TARGETING OF BUYER CONTACTS FOR CDN SUPPLIES

VISIT BY 2-3 MAJOR SWD. CATV OPRTRS TO CANADA  
CLOSER COOP. WITH CDN OPRTRS & EQUIPMT. MFRS.

TRADE MISSION TO SWEDEN & SEMINAR CATV OPER & EQUIP MFG.  
INCREASED AWARENESS OF CDN CAPABILITY, NEW BUYING CONNECTION

GOOD MKT PROSPECTS.

CDN BOOTH AT SATELLITE 89, STOCKHOLM

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

CONT DEVEL OF AGENCY CONTACTS THROUGH CORP VISITS  
10-15 NEW AGENTS OVER THE YEAR.

PREPARE OVERVIEW OF SWED. COMPUTER & SOFTWARE MARKET  
BETTER TARGETING OF CDN PRODUCTS POTENTIAL

IDENTIFY BUYEERS & AGENTS VISITNG MAJOR U.S. COMP. SHOWS.  
GENERAL PROMOTION OF CDN CAPACITY WITH THE CDN PRESENCE

AT US SHOWS

PROMOTE CDN PARTICIPATION IN MAJOR EUROPEAN COMP. SHOWS.  
BETTER AWARENESS OF CDN CAPACITY

NORDIC REMOTE SENSING SEMINARS PROM CDN R&D & TECH ASPECTS  
BETTER AWARENESS IN THE R.S. COMMUNITY OF CDN CAPABILITY

IN THIS SECTOR-& TO PROMOTE R.S. WORLD CONF IN CDN SUMMER89

REPORT ON R.S. ACTIVITIES IN THE PRIVATE SECTOR.  
BETTER TARGETING OF BUYERS FOR NICHE PROD & TECHNOLOGY