

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :635-BRASILIA

005-ADVANCED TECH. PROD. & SERV
BRAZIL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

UNCOMPLETED CIDA-FINANCED PROGRAM FOR INSTALLATION OF SARSAT
GROUND STATION (LUT).

SALE OF ONE OR TWO ADDITIONAL GROUND STATIONS
AND LOCATOR BEACONS OF \$10,000,000.

SPAR PROPOSAL TO DEVELOP LOW COST/LOW CAPACITY EARTH TERMINAL IN
COOPERATION WITH BRAZILIAN INDUSTRY

IMPORTANT NEW PRODUCT DEVELOPMENT FOR SPAR &
SIGNIFICANT SALES IN BRAZIL AND THIRD MARKETS
OF \$20,000,000.

SEND SENIOR PLANNING OFFICIALS FROM MINISTRY OF COMMUNICATIONS AND
TELEBRAS TO CANADA.

INCREASED AWARENESS OF CANADIAN EXPERIENCE
IN ADVANCED TELECOM TECHNOLOGY OF \$5,000,000.

TELEBRAS OFFICIAL TO PARTICIPATE IN DOC ISDN TRIALS.

FUTURE SALES OF ISDN CHIPS AND CONSULTING
SERVICES OF \$5,000,000.

VISITS TO STATE METEOROLOGY AGENCIES TO MARKET CDN REMOTE SENSING
EQUIPMENT AND SERVICES.

INCREASED SALES OF GREGORY GEOSCIENCE
MACDONALD DETWILER & OTHER EQUIPMENT OF
\$10,000,000.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INVITE TELECOM PLANNING OFFICIALS TO CANADA.
INVITE TELEBRAS PRESIDENT ALMIR DIAS TO CANADA.
ORCHESTRATE LARGE CANADIAN PRESENCE AT AMERICAS
TELECOM 88.

BOTH PLANNING OFFICIALS MISSION TO CDA & DIAS
VISIT WELL EXECUTED. EXCELLENT FEEDBACK IN BOTH
CASES. MINISTERIAL MISSION TO AMERICAS TELECOM
88 PROVIDED DESIRED PROFILE FOR CDN PARTICIPA-
TION IN TELECOM SECTOR.

QUARTER: 2 Invite telecom journalists to Canada.
Prepare mobile satellite mission to Brazil.
Monitor and report developments in cellular
telephony.

Journalists ident. & invited - are coordinating
most appropriate dates. -M-Sat miss. successful
in achieving its 3 major goals. -Decision taken
by Brzln auth. to allow private-sector partici-
pation assisting Novatel in its bid.

QUARTER: 3 -Prepare visit of Canadian Air Force Head Gen.
Ashley in support of Satellite Program.
-Finalized telecom. journalists visit to Canada.
-Monitor development for cellular telephony RFP.

-Visit to Brazil of Gen.Ashley was highly succe-
ssful in advancing bilateral relations & Sat.
Prog. - Visit has already pay off in a number of
articles on Cdn capabilities in teleco.sector.
-RFP to be issued in January 1989

QUARTER: 4 Assist Spar-Northern-Novatel prior, during and
after delicate phase of prequalification and
submission of bids for satellite and cellular
telephony contracts.

all three firms have been prequalified and have
submitted bids. We have lent strong support to 3
firms during visit of Gov.General accompanied by
their presidents. We have made number of high-
level representations on their behalf.