

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 :511-KUALA LUMPUR

005-ADVANCED TECH. PROD. & SERV  
MALAYSIA

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

ALL SUB-SECTORS

SURV INFORMATICS CLIENTS TO ASSESS & DEV MKT STRATEGIES  
SHOPPING LIST DISTRIBUTED TO SUPPLIERS; DECISION ON DATACOM

ENSURE LEADING COS PARTICIPATE IN UPCOMING TRADE MISSIONS  
INCREASE CDN EXPOSURE TO EMERGING COMMERCIAL OPPORTUNITIES

ASSIST CDN COS IN THEIR PLANS TO ESTABL LOCAL JOINT VENTURES  
STRENGTHEN LOCAL CDN PRESENCE IN TELECOMS SECTOR; INCREASE

SUPP CDN CO IN REMOTE SENSING TO ESTABLISH JOINT VENTURE  
BROADEN RESIDENT CDN REMOTE SENSING CAPABILITY; PROMOTE CDN

TRACK DEVELOP PLANS OF STM & RTM TO DETERM NEW SATELLITE REQ  
EDUCATE CDN INDUSTRY ON MARKET PROSPECTS, INCREASE NO. OF CDN

ASSESS INT IN FORM PARTNER.W/CDN SUPPL IN AREA OF REM.SENS.  
PROVIDE COMPETING CDN COS WITH GREATER RANGE OF QUALIFIED

ESTABLISH DATACOM REQUIREMENTS OF MALAYSIAN UTILITIES  
ADVISE CDN INDUSTRY OF SALES PROSPECTS; ESTABLISH CDA AS

IDENT COS UTILIZ PROCESS CONTROL INSTRUM & ASSES MKT PROSP.  
MATCH MLSIAN REQT TO CDN SUPPLY CAPAB; MORE CDN SUPPLIERS

MISSION

EQUIPMENT SALES

SUPPLY CAPABILITY.

TENDER BIDS

LOCAL AFFILIATES

VIAIBLE ALTERNATIVE

VISIT MARKET.

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 Promoted Cdn satellite expertise to STM,RTM and TV3, Encourage Prov to promote telecoms expertise Identify new opportunities for Remote Sensing Services & Technology

QUARTER: 2 Assist Spectrocan in presenting study to JTM; Quebec Defence/Telecommunications mission; identify participants for TEMIC Total Network Management Training.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

Director of Satellite unit to visit Cda; Intera awarded \$1 mn aerial survey contract, Que defence telecoms mission scheduled for Aug; Bercha won satellite data interpretation contract; Two Cdn companies signed agency agreements.

Spectrocan study complete; await project implementation; 4 telecom firms participated in Quebec mission; Dataradio seminar attracted 58 agents and end-users; 3 invitees from STM for TEMIC program.