

REPORT 4
88/10/21

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 : 653-HAVANA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

TECHNICAL SEMINAR BY TELECOM MANUFACTURER.

TO INSPIRE CUBAN CONFIDENCE IN THIS NEW TECHN - EXPOSE 60 KEYS USERS TO MANUF'RS PROD. LICENSE MANUF'G AGREEM WITH MINBAS - CONVINE MINAG TO BUY SYST. - REFRESH KNOWL OF CUBAN OFF'S WHO

SPILSBURY SEMINAR

INTROD. 75 TECHNICIANS TO THEIR EQPT. - COUNTERCAT PROMOTIONAL EFFORTS OF COMPETITORS. - IDENTIFY JOINT VENTURE WITH MINISTRY OF COMMUNICATION.

ORGANIZE PRESENTATIONS TO COMMUNICATION EXPERTS AND UNIVERSITIES IN HAVANA AND SANTIAGO ON CDN CAPABILITIES.

OBTAIN T. V. COVERAGE NATIONWIDE - EXPOSE CUBAN TECHNICIANS TO CDN CAPABILITIES & INFLUENCE CUBAN END USERS TO BUY CDN PRODUCTS.

ORGANIZE MAIL CAMPAIGN OF CDN COMPANY BROCHURES.

REACH KEY DECISION MAKERS - INTRODUCE NEW CDN PRODUCTS TO CUBAN CLIENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MAINTAIN PRESENCE OF MITEL/MICROTEL IN THE MARKET BY ASSISTING THEM IN THEIR DEALINGS WITH LOCAL BUYERS. PROMOTE SALES OF OTHER COMMUNICATIONS RELATED.

MITEL IS CURRENTLY NEGOTIATING ADDITIONAL SALES OF 5-6 TEL SYST FOR CUBANACAN. 2. AN OFFICER FM GENCAB CDA VISITED HAVANA TO PROMOTE SALES OF TELECOM RELATED EQPT, PARTICULARLY 1 PIECE OF EQPT DESIGNED TO EXTRACT MOISTURE FM TEL LINES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----