

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

POST : 403-ROME

005-COMM. & INFORM. EGP. & SERV
ITALY

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

IF REQUIRED SUPPORT NORTHERN TELECOM'S EFFORTS TO ENTER ITALIAN PABX MKT. IDENTIFY POSSIBLE J.V. PARTNER AND TO THIS END FOLLOW UP ON IRI FORMICA MISSION VISIT TO NORTHERN OCT/86. ALSO, ASSIST NORTHERN IN POSSIBLE PART IN SELECTED EUREKA PROJ.

ASSIST GEAC COMPUTERS AND OTHER CDN HARWARE/SOFTWARE COYS IN PENETRATING GROWING ITLN MARKET FOR BANKING/FINANCIAL COMPUTER SERVICES.

DISTRIBUTION AND UPDATE OF ENGLISH TRANSLATION OF ITLN PTT NATIONAL TELECOM PLAN (1985-1994) TO CDN COYS.

PURSUE LICENSING/J.V. AGMMTS IN FIBRE OPTICS, DIGITAL IMAGERY AND ADVANCED MATERIALS BETWEEN CDN AND ITLN FIRMS ALSO FOR THIRD MKTS.

ACTIVE LIAISON WITH MIN. OF SANDT, ENEA (NATL NUCLEAR ENERGY AGENCY) AND MAJOR ITLN HI-TECH FIRMS IN SUPPORT OF AND FOLLOW UP TO CDN EUREKA MISSION DEC. 86

PURSUE SALE OF HIGHWAY PRODS OF PARTS ONTARIO "ARAN" AUTO. ROAD ANALYSER SYSTEM TO AZIENDA NAZIONALE AUTONOMA DELLE STRADE (ESTIMATED WORTH \$400,000).

ACTIVE LIAISON WITH ITLN COYS, ENEA AND MIN. OF SANDT IN SUPPORT OF MACDONALD-DETTWILER, NORTHERN TELECOM AND OTHER CDN COMPANIES INTERESTED IN EUREKA ROBOTICS/AMT PROJECTS PARTICIPATION.

NORTHERN TELECOM J.V. WITH MAJOR ITAL. TELECOM SUPPLIER FOR BOTH ITAL. DOMESTIC SWITCHING MKT AND OTHER THIRD MKTS.

INCREASED EXPORT SALES/IND. COOPERATION AGREEMENTS FOR CDN COMPANIES IN THIS FIELD.

INFORM AND STIMULATE INTEREST OF CDN COYS IN FAST GROWING ITLN TELECOM MKT.

INCREASED J.V. AND REPRESENTATIONAL AGMTS. FOR CDN COYS IN THESE HIGH VALUE EMERGING SECTORS

EUREKA SUBCONTRACTS AND TECHNOLOGY INFLOWS TO CDA

EQUIPMENT SALE.

POSSIBLE EUREKA SUBCONTRACTS, TECH. INFLOW AND LIKELY LEADS TO OTHER ITLN AND EUROPEAN HI-TECH PROJECTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTE CDN CAPABILITIES IN REMOTE SENSING. NEW MATERIALS AND BIOTECHNOLOGY.

EXCHANGE OF INFO NOW ONGOING WITH EFIM (ITALY'S THIRD LARGEST STATE HOLDING CO), MIN. OF SCIENCE AND RESEARCH, CNR AND ENEA.

QUARTER: 2 FOLLOW-UP CDN EUREKA MISSION; PURSUE DEVELOPING ITALIAN INTEREST IN REMOTE SENSING; FOLLOW INITIATIVES AND RELATED CDN OPPORTUNITIES RE: ITALIAN PARTICIPATION IN SARSAT (REMOTE SENSING).

MONITORED ITALIAN POSITION RE SARSAT AND POSSIBLE RELATED CAL SALE TO TELESPAZIO; LIAISING WITH ITALIAN COMPANIES/MINISTRIES RE: POSSIBLE REMOTE SENSING JOINT VENTURES.

QUARTER: 3 -----

QUARTER: 4 -----