

POST : 512-SINGAPORE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

' COMPLETE LIAISON WITH SINGAPORE TELECOMS OFFICIALS ON THE IMPLE-
MENTATION OF AN ISLAND WIDE DIGITAL COMMUNICATION NETWORK PROJECT

ENSURE THAT AT LEAST ONE CANADIAN COMPANY
PARTICIPATES SUCCESSFULLY IN THE PILOT
PROJECT.

FOLLOW-UP WITH SINGAPORE TELECOMS OFFICIALS ON THEIR PLANNED
INFORMATION NETWORKING SYSTEM.

ENSURE THAT CAPABLE CANADIAN COMPANIES ARE
AWARE OF THIS OPPORTUNITY AND WELLPLACED TO
TAKE ADVANTAGE OF IT

PURSUE THE SECOND PHASE OF THE VIDEOTEX TERMINALS PROJECT.

ENSURE THAT POTENTIAL CDN HARDWARE SUPPLIERS
ARE GIVEN ALL PERTINENT INFO & ASSISTANCE TO
ENABLE THEM TO PARTICIPATE SUCCESSFULLY IN
THIS PROJECT.

HOLD TWO PRODUCT SEMINARS FOR POTENTIAL CUSTOMERS AND REPRESENTA-
TIVES.

INCREASE GENERAL AWARENESS THAT CDA IS AMONG
THE WORLD LEADERS IN TELECOMMUNICATIONS TECH-
NOLOGY & SPECIFICALLY TO INCREASE SALES OF
THESE PRODUCTS.

SINGAPORE TELECOMS OFFICIALS WILL ATTEND ITU CONFERENCE IN
VANCOUVER JULY/88. PLAN TO ARRANGE FOR THESE OFFICIALS TO MEET
RELEVANT CANADIAN COMPANIES WHILE IN CANADA.

FAMILIARISE SINGAPORE TELECOMS OFFICIALS WITH
CANADIAN TELECOMMUNICATION CAPABILITIES.

GATHER MARKET INTELLIGENCE FROM SINGAPORE TELECOMS OFFICIALS IN
A TIMELY MANNER.

CDN COMPANIES WILL BECOME AWARE OF UPCOMING
TENDERS & PROJECTS, AND HAVE SUFFICIENT TIME
TO PREPARE PROJECT PROPOSALS.

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUE TO WORK WITH GOVERNMENT OFFICIALS ON THEIR PASSPORT
SYSTEM PROJECT.

ENSURE THE PARTICIPATION IN THIS PROJECT BY
AT LEAST ONE CANADIAN COMPANY.

CONTINUE TO IDENTIFY AND LIAISE WITH LOCAL COMPANIES PROVIDING
DATABASE SYSTEMS.

INCREASE THE MARKET SHARE OF CANADIAN DATABA-
SE SOFTWARE COMPANIES.

CONTINUE TO DEVELOP CONTACTS WITH NATIONAL COMPUTER BOARD
OFFICIALS.

AN INCREASE IN THE LEVEL OF AWARENESS OF CDN
COMPUTER SOFTWARE CAPABILITIES.

WORK WITH SINGAPORE TELECOMS REGARDING THEIR NETWORKING AND
TRADERS SYSTEM REQUIREMENTS.

INCREASE CANADIAN COMPANIES OPPORTUNITIES TO
BID ON THE PROJECTS.

PRODUCTS PRESENTATIONS TO LOCAL BUYERS, AGENTS, DISTRIBUTORS,
INSTITUTIONS, ETC.

INCREASE CANADIAN SUPPLIERS VISITS AND
INCREASE SALES.