

POST : 406-LISBON

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

EXPANSION OF POST CONTACTS WITH INDUSTRY REPRESENTATIVES FOR SOFTWARE PACKAGE / IN GT SYSTEMS.

DIRECT MAILINGS OF PROMOTIONAL MATERIAL AND DOCUMENTATION TO OFFICIALS OF ENV DEPT, PLANIFICATION DEPT.

SEMINARS (WITH INDUSTRY PARTICIPATION).

BROADCASTING (INC CATV)

CONTINUING SUPPORT FOR LOCAL PRESENCE OF CANADIAN EXPORTERS.

EXPANSION OF POST'S CONTACTS NETWORK AND IDENTIFY BUSINESS OPPORTUNITIES AS THEY APPEAR.

SEMINARS (WITH INDUSTRY PARTICIPATION) ON CATV/SATELLITE GROUND STATION.

ASSESSMENT OF MARKET POTENTIAL TRENDS AND ESTABLISHMENT OF AT LEAST 2 CDN SOFTWARE LOG ON THE PORTUGUESE MKT.

INCREASED POTENTIAL BUYER AWARENESS OF CDN CAPABILITIES AND INTERESTS IN ENVIRONMENTAL CONTROLS.

TARGETED PROMOTION.

IMPROVED ABILITY OF CANADIAN EXPORTER TO CAPITALIZE ON OPENING MARKET OPPORTUNITIES.

INCREASED LOCAL AWARENESS OF CANADIAN CAPABILITIES AT LEAST IN NEW AGENCY AGREEMENT.

TO FACILITATE APPROPRIATE ONE-ON-ONE COMMERCIAL CONTACTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MARKETING CALLS ON LOCAL INDUSTRY. POLICY DISCUSSIONS WITH PTT AND CPRM

MET WITH CENTREL AND POTENTIAL REPS FOR CDN. EXPORTERS. REPORTED.  
MET WITH BOTH ORGANIZATIONS. REPORTED.

QUARTER: 1 MARKETING CALLS WITH CANADIAN EXPORTERS TO RTP.

ROSS VIDED PRESENTATION SUCCESSFULL. NO REACTIONS YE FROM RTP.

QUARTER: 2 -SUPPORT CDN TELECOM & INFORMATICS EXPORTERS.  
-EVALUATE TRENDS TOWARDS BROADCASTING PRIVATIZATION.  
-ANALYSE GOVT PROGRAMS IN INFORMATICS FIELD.

-ASSISTED X400 & GIS PROMOTION.  
-MONITORED POLITICAL POSITIONS AND REPORTED.  
-GATHERED DATA ON INSTALLED BASE. REPORTED ON NEW GOVERNMENT'S PROGRAM.

QUARTER: 3 SUPPORT CDN TELECOM & INFORMATICS EXPORTERS.

ORGANIZED X-400 PRESENTATION AT EMBASSY TO LOCAL PROSPECTIVE CLIENTS. MET WITH LOCAL OFFICIALS TO PROMOTE GIS FOR LAND REGISTRY APPLICATION.