

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BERNE

Market: SWITZERLAND

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Non-competitive pricing
- Lack of promotion and advertising
- PTT approval required for equipment.
- PTT supports local mfs first who can be reps for foreign products

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: Monitor new PTT deregulation legislation.

Expected Results: Better inform Cdn exporters of mkt changes due to deregulation.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: Telecom 91

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: Develop PTT contacts due to reorganization based on pending deregulation legislation.

Expected Results: Establish contacts for Cdn exporters needing PTT approval.

Activity: Promote Radarsat to Swiss market.

Expected Results: Increase awareness of Cdn exporters.

Activity: Follow-up contacts made at ITU COM 89 to develop database on telecom firms in Switzerland.

Expected Results: Increase awareness of Cdn products & sces in telecom sector.