

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :409-BERNE

SECTOR :005-ADVANCED TECH. PROD. & SERV
SWITZERLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:TELECOM,DATAKOM,SAT,SPACECOM

MONITOR DEV'T OF THE MARKET FOR HOME TV DISHES/CONVERTERS
INCREASE BY 2 THE NUMBER OF CDN COMPANIES REPRESENTED IN

SWITZERLAND

MONITOR THE IMPLEMENTATION OF NEW TELECOM. LAW
I.D. MARKET OPENINGS AND OPPORTUNITIES BROUGHT BY LEGAL

CHANGES & DEREGULATIONS

MONITOR DEV'T IN THE USE OF SATELLITE CHANNELS
I.D. OPPORTUNITIES FOR CDA

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

TARGETED MARKETING; MAIL-OUT AND QUESTIONNAIRES
TO MEASURE INTEREST IN CONSIDERING CDN SUPPLIERS; IDENTIFY

10 HIGH VOLUME BUYERS

DEV DATA-BASE & COMPANY PROFILE SYSTEM-SWI COMPUTER SECTOR
TO SUPPLY CDN EXPORTERS WITH MORE INFO AND TO PREPARE

MATERIAL FOR WIN PROGR.

INFO BOOTH AT SWISS COMPUTER FAIR IN GERMAN SPEAKING SECTOR
INCREASE AWARENESS OF CDN PRESENCE ON SWISS MARKET (TARGET

25 DISTRIBUTORS)

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - To monitor New Swiss telecommunications law.
- National Stand at International TV Symposium
and Technical Exhibition, Montreux, June 17-22,
1989.

-Modems deregulated by PTT June 30, 1989. - Post
did not participate due to decision to devote
resources to Oct. ITU-COM 89 (Electronic Media)
in Geneva. Post attended Montreux Show. 2 Cdn
cos exhibited & Cdns took part in Symposium.

QUARTER: 2 -Info Booth at Ineltec, 5-8 Sept. 89, and at
Swiss Computer Fair in german speaking section
of Switzerland.

-Post did not participate due to decision to
devote resources to Oct. 89 ITUCOM. However
post visited Ineltec, no Cdns participated.
-Decision taken to participate in Swiss Data,
Basel, Sept. 1990.

QUARTER: 3 -Targeted mailout of questionnaires to Swiss cos
in telecom & informatics industries in order to
develop local data base to assist Cdn firms
enter market.

-350 questionnaires sent out, now awaiting
replies.