

REPORT 4
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :653-HAVANA

005-ADVANCED TECH. PROD. & SERV
CUBA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

??????

TECHNICAL SEMINAR BY TELECOM MANUFACTURER.

TO INSPIRE CUBAN CONFIDENCE IN THIS NEW TECHN
-EXPOSE 60 KEYS USERS TO MANUF'RS PROD.LICEN-
SE MANUF'G AGREEM WITH MINBAS -CONVINE MINAG
TO BUY SYST.-REFRESH KNOWL OF CUBAN OFF'S WHO

SPILSBURY SEMINAR

INTROD.75 TECHNICIANS TO THEIR EQPT.-COUNTE-
RCAT PROMOTIONAL EFFORTS OF COMPETITORS. - I-
IDENTIFY JOINT VENTURE WITH MINISTRY OF COMMU-
NICATION.

ORGANIZE PRESENTATIONS TO COMMUNICATION EXPERTS AND UNIVERSITIES
IN HAVANA AND SANTIAGO ON CDN CAPABILITIES.

OBTAIN T.V.COVERAGE NATIONWIDE - EXPOSE CUBAN
TECHNICIANS TO CDN CAPABILITIES & INFLUENCE
CUBAN END USERS TO BUY CDN PRODUCTS.

ORGANIZE MAIL CAMPAIGN OF CDN COMPANY BROCHURES.

REACH KEY DECISION MAKERS - INTRODUCE NEW CDN
PRODUCTS TO CUBAN CLIENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MAINTAIN PRESENCE OF MITEL/MICROTEL IN THE MAR-
KET BY ASSISTING THEM IN THEIR DEALINGS WITH
LOCAL BUYERS.
PROMOTE SALES OF OTHER COMMUNICATIONS RELATED.

MITEL IS CURRENTLY NEGOTIATING ADDITIONAL SALES
OF 5-6 TEL SYST FOR CUBANACAN. 2. AN OFFICER FM
GENCAB CDA VISITED HAVANA TO PROMOTE SALES OF
TELECOM RELATED EQPT,PARTICULARLY 1 PIECE OF
EQPT DESIGNED TO EXTRACT MOISTURE FM TEL LINES.

QUARTER: 2 Maintain presence of Mitel/Microtel in the
market by assisting them in dealings with local
buyers.

Microtel sold 2 used public office systems to
Cuba to be used as spare parts for existing
similar eqpt. in Havana.Mitel completed instal-
la'n of large PBX at Jose Marti Airport & is
pursuing add'l bus. opps. in sales to hotel ind.

QUARTER: 3 Maintain presence of Mitel/Microtel in the mar-
ket by assisting them in dealings with local
buyers.

Mitel continues to obtain additional orders for
PABX for Cuba's tourist hotel industry. A visit
of two Mitel reps. is planned for January 89.
Its objectives are to discuss opening of Mitel
office.

QUARTER: 4 Assisting Mitel to increase their market in
Cuba.

Mitel continues to sell selected products in
Cuba.