

REPORT 4
88/10/21

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 : 409-BERNE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

TO FOLLOW-UP ON THE GENEVA CATV PROGRAM.

TO ASSESS POTENTIAL FOR ADD ON PRODUCTS & SERVICES. TO INVITE MR. CHEVALIER/CODITEL TO VISIT CDN SUPPLIERS TO DISCUSS BUSINESS OPPORTUNITIES.

TO MONITOR THE DEVELOPMENT OF THE MARKET FOR HOME TV DISHES AND CONVERTERS FOR DBS. VIA CONTACT WITH DISTRIBUTORS WHICH REPRESENT 80% OF MARKET.

TO INCREASE BY 2 THE NUMBER OF CDN COMPANIES BEING REPRESENTED IN SWITZERLAND.

TO MONITOR THE IMPLEMENTATION OF THE NEW SWISS TELECOMMUNICATION LAW. VIA CONTACT WITH PTT.

TO IDENTIFY MARKET OPENINGS AND OPPORTUNITIES BROUGHT BY LEGAL CHANGES + DEREGULATION.

TO MONITOR DEVELOPMENTS IN THE USE OF SATELLITE CHANNELS.

TO IDENTIFY OPPORTUNITIES THAT THE PROPOSAL MADE BY SWISS PRIVATE SECTOR COULD REPRESENT FOR CANADA.

TO PROMOTE CDN PARTICIPATION AT THE INTERNATIONAL "MONTREUX TV SYMPOSIUM 89", A MAJOR INDUSTRIAL TV TRADE FAIR.

TO BRING TOGETHER INDIVIDUAL CDN EXHIBITORS AND INTERESTED PROVINCES AS ONE GROUP OF EXHIBITORS WITHIN A CDN PAVILION.

COMPUTERS, SOFTWARE & SYSTEMS

TO COMPLETE STUDY ON SWISS COMPUTER MARKET TO IDENTIFY AREA OF GROWTH; TYPE OF PRODUCTS IN DEMAND.

TO SEND COPIES TO PEOPLE RESPONSIBLE FOR MKT DEVELOPMENT IN OTTAWA, DRIE REGIONAL OFFICES & PROVINCIAL BODIES DEALING WITH EXPORT PROMOTION.

TO DEVELOP A DATA-BASE AND COMPANY PROFILE SYSTEM ON THE 600 SWISS COMPANIES EVOLVING IN THE COMPUTER MARKET.

TO SUPPLY CDN EXPORTERS WITH MORE ACCURATE INFORMATION AND TO PREPARE MATERIAL FOR THE WIN PROGRAM.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FOLLOW-UP TO OUR PARTICIPATION AT TELECOM '87, OCTOBER 1987.

DIRECT SALES FROM SHOW AT CDN PAVILION AMOUNT TO \$20 MILLION, WHILE ANTICIPATED SALES TO 1991 ARE ESTIMATED TO \$597 MILLION (FOR 23 COMPANIES OUT OF 33 EXHIBITING), 66 AGENTS/DISTRIBUTORS APPOINTED.