

POST : 432-STOCKHOLM

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

COVER NORDIC MOBILE DIGITAL RADIO SHOW, IN STOCKHOLM OCT. 87

ASSIST DATA RADIO TO SELECT AGENT FOR SWEDEN.

PROVIDE INFO ON DEVELOPMENT OF CELLULAR RADIO MARKET TO INTERESTED CANADIAN FIRMS (NOVATEL, MDI, ETC.)

PLAN CANADIAN PRESENCE AT NORDIC MOBILE DIGITAL RADIO SHOW 87.

ARRANGE TECHNICAL JOURNALIST VISIT TO CANADA TO COVER TELECOMMUNICATIONS.

IDENTIFY GOOD SWEDISH AGENTS IN DATA COMMUNICATIONS FIELD.

PREPARE PLAN FOR THE PARTICIPATION AT NEXT EVENT.

AGENT SELECTION.

FIRMS TO DECIDE WHETHER OR NOT TO ADAPT EQUIPMENT TO MARKET.

MISSION TO SHOW AND/OR INFO BOOTH. (PROVINCIAL OR FEDERAL).

INCREASE AWARENESS OF CANADIAN EXPERTISE.

3 NEW AGENTS FOR CANADIAN DATACOM FIRMS.

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUED DEVELOPMENT OF AGENCY CONTACTS THROUGH ON-SITE VISITS.

ARRANGE FOR SWEDEGRAPHIC VISIT TO CANADA, INCOMING BUYER PROGRAM (ONT. OR FEDERAL GOVERNMENT).

IDENTIFY AGENTS/DISTRIBUTORS IN MALMO, GOTHENBURG.

IDENTIFY PROPER VENUE (TRADE MISSION, FAIR) FOR COMPUTER PERIPHERAL MISSION TO SWEDEN.

IDENTIFY SOFTWARE AGENCIES LOOKING FOR NEW PRODUCTS (PC LEVEL).

SELECT AND PROMOTE PARTICIPATION AT DATA OFFICE ENVIRONMENT SHOW, STOCKHOLM, OCT. 87

10-20 AGENCIES.

YEARLY SALES OF VIDEOTEX EQUIPMENT OF .5 TO 1 MILLION.

BETTER GEOGRAPHICAL COVERAGE.

MISSION TO SWEDEN.

5 NEW AGENCIES.

MISSION AND/OR INFO BOOTH.

ELECTRONIC COMPONENTS

CONTINUED PROMOTION OF CANADIAN FIRMS IN ERICSSON SPHERE VIA LLAD PROGRAM.

ASSIST INTRODUCTION OF NEW SEMICONDUCTOR PRODUCTS.

3 TO 5 NEW BUYING CONNECTIONS.

DESIGNED INTO NEXT GENERATION ERICSSON PABX PRODUCTS