

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 639-LIMA

005-COMM. & INFORM. EGP. & SERV
PERU

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

ASSESSING RESULTS OF INVITEES TO EXPO 86 PAID FROM CIDA FUNDS.

RECORD ADDITIONAL AGENCIES ESTABLISHED AND SOME SALES.

TO CONDUCT A MARKET SURVEY IDENTIFYING POTENTIAL FOR CANADIAN TELECOM AND SATELLITE PRODUCTS.

TO PRODUCE A REPORT IN FY 87/88. SEND TO ACTIVE CANADIAN EXPORTERS.

WORK WITH CIDA AND PERUVIAN PLANNING INSTITUTE TO HAVE TELECOMMUNICATIONS AN AREA OF CONCENTRATION FOR CANADIAN TECHNICAL ASSISTANCE

DEVELOP INCREASED EXPORTS VIA CIDA FUNDING IN EFFORT TO ESTABLISH PRODUCT LOYALTY AND ADDITIONAL SALES.

DEVELOP EVEN CLOSER COORDINATION WITH PERUVIAN DIRECTORATE IN CHARGE OF INTERAMERICAN TELECOMMUNICATIONS CONFERENCE IN LIMA, AUGUST 1987.

MORE SPEAKERS FROM CANADA AND RAISE AWARENESS OF CANADIAN EXPERTISE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUED WORK TO HAVE TELECOMMUNICATION SECTOR PRIORITY WITH CIDA & PERUVIAN PLANNING INSTITUTE TO USE WITH CIDA LINE OF CREDIT. WORKED WITH NORTHERN TELECOM IN PREPARING MAJOR PROMOTIONAL PRESENTATION TO PVAN TELECOMM: ENTEL & CPT.

SECTOR NOW RECOGNIZED AND AWAITING CIDA PLANNING MISSION. PROCEEDING.

QUARTER: 2 A) CONTINUE WORK TO HAVE TELECOMS SECTOR PRIORITY WITH CIDA & PERUVIAN PLANNING INSTITUTE TO USE WITH CIDA LINE OF CREDIT. B) WORK WITH NORTHERN TELECOM IN PREPARING MAJOR PROMOTIONAL PRESENTATION TO PERUVIAN TELECOM ENTITIES; ENTEL & CPT FOR JULY 87.

A) PLANNING MISSION SCHEDULED FOR NOVEMBER 87. B) PROPOSAL AND BID BEING EVALUATED FOR OVER \$20 MILLION.

QUARTER: 3 -CONTINUED WORK TO HAVE TELECOM SECTOR AS PRIORITY WITH CIDA AND INP TO USE CIDA LINE/CREDIT. -CONTINUED SUPPORTING TELECOM CO'S PROMOTION EFFORTS IN PERU.

-SUCCESSFUL CIDA TELECOM MISSION COMPLETED IN NOV 87. -PARTICIPATION OF NORTHERN TELECOM IN MAJOR TELECOM TENDER (PROPOSALS UNDER EVALUATION).

QUARTER: 4 A) CONTINUED TO WORK TO HAVE TELECOM SECTOR AS PRIORITY WITH CIDA AND INP TO USE CIDA LINE OF CREDIT. B) SUPPORTED SR TELECOM AGENTS IN MARKETING EFFORTS. C) VISIT TO BOLIVIA OF CO TO PROMOTE SALE OF TELECOMMUNICATIONS EQUIPMENT. /

A) EMBASSY CONTINUES WORKING CLOSELY WITH CIDA AND INP. B) POTENTIAL SALES OF CDN \$5 M IN EGPT. TO CPT. C) IMPORTANT PROGRESS ACHIEVED IN FAMILIARIZING TOP EXECUTIVES IN ENTEL BOLIVIA WITH CDN TECHNOLOGY. D) REPORT SUCCESSFULLY COMPLETED.