

REPORT 4
89/02/06

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 :432-STOCKHOLM

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

POST HAS DONE EXTENSIVE COVERAGE OF STOCKHOLM AREA WHERE 70% OF COMPUTER BUSINESS IS LOCATED. SAME COVERAGE TO BE EXTENDED TO MALMO AND GOTHENBURG.

BETTER GEOGRAPHICAL COVERAGE.

PREPARE REPORT/OVERVIEW OF SWEDISH COMPUTER AND SOFTWARE MARKET.

DISTRIBUTION TO CANADIAN COMPUTER FIRMS, GOVERNMENT AGENCIES (EXT OYY/DRIE, ETC.) AND PROVINCIAL GOVERNMENTS.

ORGANIZE A VISITING JOURNALIST PROGRAM FOR COMPUTER SWEDEN, OR OTHER SUITABLE TRADE MAGAZINE.

GREATER MARKET AWARENESS IN SWEDEN OF CANADA AS A SOURCE OF COMPUTER PRODUCTS.

IDENTIFY BUYER/AGENT CONTACTS TRAVELLING TO MAJOR SHOWS IN USA (COMDEX, ETC.) AND PROVIDE ADVANCE INFORMATION ON CDN EXHIBITORS AND/OR SUGGEST SHORT STOPOVER IN CANADA AT SAME TIME.

CANADIAN COMPANIES ORGANIZE BEST DEMONSTRATIONS AND EXHIBITS AT U.S. SHOWS. BETTER LONG-TERM IMAGE IN SWEDEN.

ORGANIZE VISIT TO CANADIAN CABLE T.V. OPERATIONS AND EQUIPMENT SUPPLIERS BY SENIOR-LEVEL TELEVERKET EXECUTIVE.

CLOSER COOPERATION WITH CANADIAN FIRMS.

PREPARE SHORT REPORT ON MAJOR CABLE T.V. OPERATORS IN SWEDEN.

BETTER TARGETTING OF BUYERS CONTACTS FOR CANADIAN SUPPLIERS.

IDENTIFY CONTACT PERSON AT ESSELTE PAY-T.V. TO WORK THROUGH.

EQUIPMENT AND SERVICE SALES TO ESSELTE PAY T.V. SYSTEM (BENELUX AND SCANDINAVIA).

ELECTRONIC COMPONENTS

CONTINUED PROMOTION OF CANADIAN FIRMS TO ERICSSON WHO HAVE INCREASED INDUSTRIAL OFFSET OBLIGATION IN CANADA

3 TO 5 NEW BUYING CONNECTIONS.

CONTINUED SUPPORT AND PROMOTION OF NEW GENERATION OF I.S.D.N. THROUGH PROMOTION OF VISITS AND SEMINARS AND PROVISION OF INFO TO CDN MANUFACTURERS ON DEVELOPMENT AT TELEVERKET AND ERICSSON.

HAVE CHIPS "DESIGNED IN" TO NEXT GENERATION OF ERICSSON AND TELI EXCHANGES.

INCREASED PROMOTION OF CANADIAN CIRCUIT BOARD MANUFACTURERS TO TAKE ADVANTAGE OF LOWER EXCHANGE RATE.

YEARLY SALES OF OVER \$1 MILLION.

CONTINUED PROMOTION OF ELECTRONIC COMPONENTS PRODUCTION EQUIPMENT AND SOFTWARE THROUGH CORPORATE VISITS.

INCREASE PENETRATION OF CANADIAN PRODUCTION SOFTWARE WHICH WILL OPEN DOOR TO OTHER PRODUCTS.

PROMOTE CONCEPT OF VISIT TO CDA BY MEMBERS OF SWED ROBOTICS ASSOC. AND ASSIST IN LINING UP CONTRACTS AND MEETINGS.

IDENTIFY COS & PROJECTS SUITABLE FOR JV'S AND/OR TECH/TRANSFER.