

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 : 406-LISBON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

EXPANSION OF POST CONTACTS WITH INDUSTRY REPRESENTATIVES.

ASSESSMENT OF MARKET POTENTIAL AND MARKETING STRATEGIES.

SUPPORT FOR NEW EXPORTERS (ONGOING).

OPTIMUM EXPOSURE TO RAPIDLY GROWING BUSINESS OPPORTUNITIES.

DISCUSSIONS WITH POTENTIAL USERS.

INCREASED AWARENESS OF CANADIAN CAPABILITIES AND INTERESTS.

SEMINARS IN COOPERATION WITH LOCAL REPRESENTATIVES.

FIRST SALES TO A CHANGING MARKET.

MEETINGS WITH GOVERNMENT OFFICIALS RESPONSIBLE FOR INFORMATIZATION OF PUBLIC SECTOR AS PROPOSED IN GOVERNMENT PROGRAM.

DEVELOPMENT OF STRATEGIES TO MAXIMIZE PENETRATION OF MARKET BY CANADIAN PRODUCTS.

MEETINGS WITH PROPONENTS OF NEW BROADCASTING SERVICES.

INCREASED AWARENESS OF CANADIAN CAPABILITIES AND INTERESTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXPAND MARKET COVERAGE.  
ASSIST GIS EXPORTERS AND THEIR REPS IN MARKET PENETRATION EFFORTS.

INITIAL MARKET SURVEY (WITH TTT) COMPLETED.  
CONTACTS UNDERWAY.  
CANADIAN PARTICIPATION AT MUNICIPALS. FIRST SALE OF GIS SYSTEM EXPECTED TO BE COMPLETED IN Q2.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----