

REPT4D
89/12/12

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :432-STOCKHOLM

005-ADVANCED TECH. PROD. & SERV
SWEDEN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

OTHER ELECTRONICS

CONT PROM OF CDN FIRMS TO ERICSSON WHO HAVE INDICATED OFFSET
3-5 NEW BUYING CONNECTIONS

CONT PROM OF CDN ELECT., COMP THROUGH CORPORATE VISITS

CONT SUPPORT & PROM OF NEW GENERATION OF LSDN CHIPS

JOURNALISTS FM ELECTRONIKVARLDEN TO BE INVITED TO CDA.
BETTER PRESS COVERAGE OF NEW PRODUCTS

PROM. CDN PRTCPTN IN MAJOR EUROPE ELECT. COMPONENTS FAIR. DISTRIBUTORS
BETTER AWARENESS OF CDN CAPABILITY AMONG SWE OEMS &

CONSULTING & OTHER SERVICES

COMPUTER JOURNALISTS MISSION TO CANADA
BETTER PRESS COVERAGE FOR CDN PRODUCTS

INDENTIFY CDN SOFTWARE HOUSE INTREST IN OPENING LOCAL OFFICE
LONG TERM SALES NOT POSSIBLE WITHOUT LOCAL PRESENCE.

TRADE MISSION & CDN BOOTH AT MAJOR COMPUTER FAIR OCT89
BETTER EXPOSURE OF CDN CAPABILITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 To get the Win System running

It works more or less

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----