

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 : 519-SEOUL

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

REMOTE SENSING

GATHER & UPDATE INFO ON THE PLANNED PROJECTS FOR R. S. SYS IN
COMING YEARS.

FOLLOW UP FOR KAIST SHOW AND CONFERENCE (ASIAN CONFERENCE OF
REMOTE SENSING)

HOLD A CATALOGUE SHOW ON REMOTE SENSING PRODUCTS/SERVICES FOR
POTENTIAL AGENTS AND ENDUSERS.

PREPARE A REPORT ON KOREAN REMOTE SENSING SECTOR'S CURRENT STATUS
AND PROSPECTS.

IDENTIFICATION OF CDN OPPORTUNITY.

ENHANCED CONTACTS WITH R. S. SECTOR.

INCREASE NUMBER OF ACTIVE AGENTS REPRESENTING
CDN FIRMS IN THIS SUBSECTOR (CURRENTLY 2).

INCREASED INTEREST & ACTIVITY IN THIS MARKET
BY CDN FIRM.

TELECOMMUNICATIONS (INC SPACE)

ONGOING ASSISTANCE TO CDN FIRMS TO PENETRATE KOREAN PUBLIC
TELEPHONE SWITCH MARKET.

FOLLOW UP ON DATA COMM SEMINAR IN FY 86/87

CATALOGUE SHOW FOR CANADIAN EQUIPMENT (OTHER THAN SWITCHGEAR).

PREPARE FOR DATACOMM & INFORMATICS MISSION

INCLUSION OF A CDN FIRM IN LOCAL PUBLIC
SWITCH COMPETITION.

INCREASE OPPORTUNITY FOR CDN FIRMS TO SELL
MORE DATA COMM PRODUCTS/SERVICES IN FY 87/88.

INTERESTED NUMBER OF AGENTS.

INCREASED NUMBER OF CONTACTS & POTENTIAL
AGENTS.

BROADCASTING (INC CATV)

TRACKING OF LEGISLATIVE CHANGES ON CABLE TV BROADCASTING.

COLLECT INFO ON POTENTIAL FIRMS WITH INTEREST IN CABLE TV BUSI-
NESS.

HOLD A CATALOGUE SHOW ON CDN CABLE TV PRODUCTS/SERVICES.

IF LEGISLATED, THE CABLE TV MARKET WILL BE
GENERATED FROM FY 87/88.

IDENTIFY POSSIBLE AREA OF CDN FIRMS PARTICI-
PATION.

APPOINTS NUMBER OF ACTIVE LOCAL AGENTS IN
THIS SUBSECTOR IN FY 87/88.