

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 :637-SAO PAULO

005-ADVANCED TECH. PROD. & SERV  
BRAZIL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUED FOLLOW-UP WITH PARTICIPANTS OF REGULAR FEDERALLY AND  
PROVINCIALY SPONSORED HI-TECH MISSIONS TO BRAZIL

MAXIMIZE CONCRETE RESULTS IN TERMS OF AGENC-  
IES ESTABLISHED (UP TO 5), CONCLUSION OF SALES  
OR ESTABLISHMENT OF JV/TT (UP TO 4)

FOLLOW-UP ON HI-TECH '87 AND CONTACTS WITH BRAZILIANS ESTABLISHED  
AS A RESULT OF SAME.

REPRESENTATION AGREEMENTS (UP TO 3).

CONTINUE TO SUPPORT SALES EFFORTS BY OTHER CANADIAN COMPANIES  
SUCH AS SPAR, SR TELECOM, MITEL, NORTHERN TELECOM, LOGO AND OTHERS

CONCLUSION OF 2/3 SALES AGREEMENTS AND/OR JV/  
TT.

REPORT ON NEW SOFTWARE LAW EXPECTED TO BE RELEASED IN NEXT FEW  
MONTHS.

RESOLVE WHETHER PARTICIPATION IN INFORMATICA  
'89 JUSTIFIED.

ORGANIZE PARTICIPATION IN AND FOLLOW-UP ON CONTACTS TO BE ESTA-  
BLISHED AT TELECOM '88 IN RIO DE JANEIRO.

INCREASED EXPOSURE OF CANADIAN CAPABILITIES  
IN SECTOR AND INCREMENTAL OPPORTUNITIES FOR  
SALES/TECHNOLOGY COOPERATION.

FOLLOW UP ON SATELLITE '86 AND 87, ON SATELLITE APPLICATIONS AND  
ENVISAGE PARTICIPATION IN SIMILAR SEMINAR EVENTS IN 1988.

INTRODUCTION OF CANADIAN KNOW-HOW/TECHNOLOGY  
IN FUTURE BRAZILIAN APPLICATIONS, E.G. TELE-  
EDUCATION, TELE-MEDICINE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A) ORGANIZE & PARTICIPATE IN AMERICAS TELECOM  
(RIO) MAY 88.

A) EVENT A TOTAL SUCCESS FROM RESULTS ACHIEVED  
(SALES & BUSINESS ASSOCIATIONS).

QUARTER: 2 Technical cooperation agreement with TELEBRAS.  
2. ISDN Seminar: Northern Telecom/Mitel  
3. Quebec Mission  
4. Proceed with preparation of Satellite '88

Resulted in series of visits of TELEBRAS spec-  
ialists to Cda. 2. Resulted in incr. interest by  
CPQD in propriety chips produced by Mitel  
3. Resulted in agreement in principal for rep-  
resentation

QUARTER: 3 Continued Asstce. to Novatel & Northern Telecom  
for mobile Cellular Tel. Systems.  
Continued assistance to coys in Remote Sensing.

Visits to territ. Participation of both at Mobile  
Cellular Seminar. Call for prequalifcs. and ten-  
ders 1st quarter 1989.

Visits to territ. Participation in Selper Seminar  
(2 speakers - exhibitors).

QUARTER: 4 Continued assistance to Novatel & Northern  
Assist Spar Aerospace in satellite bid  
Assist Data Radio Inc. in market entry.

Bid delivered, awaiting results  
Bid delivered, results expected end May  
Organizing 3 seminars to identify potential  
partners and sales opportunities.