

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

176

POST :432-STOCKHOLM

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

UPDATE ACTIVITIES/DEVELOPMENTS AND PLANS AT SWEDISH SPACE (REMOTE SENSING DIVISION).

BRIEF REPORT TO BE DISTRIBUTED TO INTERESTED PARTIES IN REMOTE SENSING COMMUNITY.

IDENTIFY CONTACT PERSONS IN ARMED FORCES WHO COULD "STEER" ENQUIRIES THROUGH DEFENCE ESTABLISHMENT - NATIONAL SECURITY CONCERNS LIMIT DIRECT ACCESS.

POTENTIAL SALES FOR ASW AND/OR TERRITORIAL PATROLS.

TRACK DEVELOPMENTS OF SWEDISH EUREKA PROJECT ON IMAGE ANALYSIS THROUGH CORPORATE CALLS AND TRADE REPORTS.

CAPITALIZE ON ANY REQUIREMENT FOR IMAGE ANALYSIS TECHNIQUES DEVELOPED IN CANADA.

COMPUTER JOURNALIST MISSION TO CANADA. IDENTIFY SUITABLE JOURNALISTS IN GENERAL SPECIALIZED MEDIA INTERESTED IN PUBLIC AFFAIRS/INFORMATION TOUR OF CDA.

INCREASED AWARENESS OF CANADIAN CAPABILITY.

IDENTIFY CANADIAN SOFTWARE HOUSE INTERESTED IN OPENING UP LOCAL OFFICE USING COGNOS AS EXAMPLE.

LONG-TERM SALES WHICH ARE NOT FEASIBLE WITHOUT LOCAL PRESENCE.

TELECOMMUNICATIONS (INC SPACE)

FINISH OVERVIEW OF CELLULAR RADIO MARKET IN SWEDEN.

LONG TERM. ASSIST CANADIAN SUPPLIERS IN PREPARING MARKETING STRATEGY.

FOLLOW-UP TO THE GENEVA 87 TELECOMMUNICATIONS SHOWS WHERE THERE WAS AN EXTENSIVE AND HIGH-LEVEL SWEDISH PRESENCE

ASSIST 1 TO 3 CDN FIRMS SELECT AGENTS. (B) IDENTIFY PRODUCT AREAS THAT HAVE LONGER-TERM DEV. POTENTIAL.

REPORT ON ONGOING LIBERALIZATION OF TELECOMMUNICATIONS SERVICES AND NEW MARKETS, IF ANY, THAT WILL DEVELOP AS A DIRECT CONSEQUENCE.

DEVELOPMENT OF MARKET FOR PRODUCTS PRESENTLY SOURCED IN SWEDEN (TELI AND ERICSSON)

GENERAL MARKET SURVEY ON TELECOMMUNICATIONS

DISTRIBUTION TO EX OTT/TTT/RWT, DRIE, PROVINCIAL GOVERNMENTS AND INTERESTED COMPANIES. INCREASED CANADIAN ACTIVITY.

SECURE AT SHORT DESCRIPTIVE LIST OF CANADIAN CONTACTS IN SPACE TELECOMMUNICATIONS (I.E. TELEGLOBE, TELESAT, CANADIAN SPACE AGENCY, SPAR, SED, ETC.).

FOR DISTRIBUTION TO CONTACTS AT TELEVERKET (PTT) AND SWEDISH SPACE. INCREASE CANADIAN INPUT IN EXPANDING SWEDISH SPACE PROGRAM.

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUED DEVELOPMENT OF AGENCY CONTACTS THROUGH ON-SITE VISITS TO SWEDISH DISTRIBUTORS.

10 TO 20 NEW AGENTS OVER THE YEAR.