REPORT 4 87/09/25

## 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

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POST : 519-SEOUL

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

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.

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

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.

ANTICIPATED RESULTS:

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.

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.

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.