

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

PAGE : 22

POST : 409-BERNE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

BROADCASTING (INC CATV)

OBTAIN DETAILS RE BASLE CABLE PROJECT

TO INCREASE CHANCES FOR CDN COS TO SELL
TECHNOLOGY SERVICES & PRODS.

TO FOLLOW UP WITH SWISS PTT RE THEIR VISIT TO CDA, DRAW ATTENTION
TO CDN CAPABILITY IN INDUSTRIAL CABLE TV EQUIPMENT, TV DISHES AND
RELATED EQUIPMENT.

TO DEVELOP KNOWLEDGE AND INTEREST IN CDN
TECHNOLOGY AND PRODUCTS

TO DEVELOP A CLOSE RELATIONSHIP WITH THE MOST IMPORTANT OF THE
2200 CABLE TV OWNERS AND THEIR ASSOCIATIONS.

TO GIVE CDN PRODUCT/TECHNOLOGY A HIGHER VISI-
BILITY AND CREATE INTEREST IN CDN PRODUCTS.

TO INCREASE CONTACTS WITH SWISS PTT OFFICIALS.

TO OBTAIN INFO. ON THE NEW TELECOMMUNICATION
LAW WHICH WILL BE ENACTED AROUND 1988/89
(REGARDING INTERACTIVE TV SERVICES)

TO VISIT LOCAL FAIRS TO KNOW BETTER POTENTIAL OF DISTRIBUTORS,
INTEREST AND CAPABILITIES.

TO MAKE BETTER RECOMMENDATIONS TO CDN
EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 OBTAIN INFO FOR GENEVA CABLE PROJ. & FOLLOW UP
WITH CDN SUPPLIERS. DRAW ATTENTION ON CDN CAPA-
BILITIES FOR HOME TV DISHES/EQPM. VISIT MONTREUX
TV SYMPOSIUM & RECOMMEND ATTENDANCE.

TELEGENEVE SIGNED A MULTI-MILLION DOLLARS AGREE-
MENT WITH LINDSAY SPECIALTY PROD., ONT. REDIFFU-
SION (MAJOR TV CABLE OWNER) IS READY TO CONSIDER
CDN OFFERS. 8 CDN EXHIBITORS, SALES ON SITE BY
VERTIGO (PEMD).

QUARTER: 1 PROMOTE MARKET FOR EDUCATIONAL SOFT. FRENCH AND
OTHER COMPUTER EQUIPMENT.

LOGO COMPUTER SYSTEM IS PREPARED TO SIGN AN
AGREEMENT WITH GESTRONIC FOR "LARGE QUANTITIES".
DEXTRA PLACED A TRIAL ORDER WORTH \$3,500 FOR
"ALL CARDS".

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----