REPORT 4
89/10/10

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 :511-KUALA LUMPUR

005-ADVANCED TECH. PROD. & SERV
MALAYSIA

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
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	MAINTAIN ACTIVE CONTACT WITH PRINCIPAL USERS OF REMOTE SENSING SYSTEMS TO DEVELOP AWARNESS OF EMERGING NEEDS & AREAS OF OPPORTUNITY.	REINFORCE CDN IMAGE AS TECHNOLOGY LEADER. ALERT POTENTIAL CDN SUPPLIERS ON UP-COMING PURCHASE PLANS
	PROMOTE INFORMATION EXCHANGE & CO-OPERATION ACTIVITIES BETWEEN CDN CENTRE FOR REMOTE SENSING & RELATED CDN INSTITUTIONS & COUNTERPART MALAYSIAN ORGANIZATIONS.	ESTABLISH STRONG BILATERAL RELATIONSHIP & FACILITATE TECHNOLOGY TRANSFER.
	SUPPORT CDN COMPANIES IN PROJ. PROPOSAL TO MIN OF SCIENCE TECHNOLOGY & ENVIRONMENT.	CDN COMPANIES AWARDED CONTRACT FOR GEO CODED IMAGE CORRECTION SYSTEM AND CONTRACTED TO PROVIDE TECHNICAL TRAINING PROGRAM IN MALAYSIA.
	ENSURE CIDA S&T MISSION TO MALAYSIA ADDRESS THEME OF CDA/MALAYSIA CO-OPERATION IN FIELD OF REMOTE SENSING	HEIGHTENED EXPOSURE OF CDN TECHNOLOGY & SERVICES. CDN FIRMS INCLUDED ON NEGOTIATED TENDERS TO BUY REMOTE SENSING EQPT.
	MAKE PRESENTATION TO MALAYSIAN PLANNING ASSOC. ON APPLICATION OF REMOTE SENSING TO CROP FORECASTING	
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	FOLLOW-UP ON COMMUNICATIONS OPPORTUNITIES IDENTIFIED IN THE TELECOMMUNICATIONS EQPT. & SERVICES MKT. STUDY.	IDENTIFY 5 NEW AGENTS FOR CDN. COS. INCREASED SALES OF TELECOM.EQPT. TO MALAYSIAN PRIVATE SECTOR.
	FOLLOW-UP WITH MALAYSIAN PARTICIPANTS ON INCOMING RURAL TELECOM. MISSION.	DETERMINE STATUS OF PURCHASE PLANS FOR ITEMS OF INTEREST IDENTIFIED DURING MISSION. IDENTIFY LOCAL AGENTS TO REPRESENT CDN. FIRMS FOR SALE TO STM.
	MEET WITH SENIOR DECISION MAKERS IN RADIO TV MALAYSIA TO PROMOTE CDN. EXPERTISE & ASSES RELEVANCE OF INCOMING MISSION TO CDA.	DETERMINE EQPT. ACQUISITION PLANS & ADVISE CDN. INDUSTRY. EDUCATE MALAYSIAN BUYERS ABOUT CDN. PRODUCTS.
	ASSESS MKT FOR DATA COMMUNICATIONS PRODUCTS & IF MERITED ORGANIZE DATA COMMUNICATIONS INCOMING MISSION TO CDA.	IDENTIFY GOVT. & INDUSTRY EQPT. BUYERS & NATURE OF THEIR REQUIREMENTS & SECURE THEIR PARTICIPATION ON MISSION.
	ENCOURAGE PROVINCIAL TRADE MISSIONS TO INCLUDE TELECOM.PROD. MANUFACTURERS	INCREASE MALAYSIAN EXPOSURE TO CDN. TECH. & SERVICIES.