

REPT4D  
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

4

POST :640-BOGOTA

SECTOR :005-ADVANCED TECH. PROD. & SERV  
COLOMBIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

PROMOTE CDN SUPPLIERS IN RURAL TELECOM PROJECTS.  
WIN BUSINESS ON ONE OR MORE OF TURNKEY PROJECTS.

"CONDOR" SATELLITE PROJECT.  
WIN ALL OR PART OF CONTRACT.

DEVELOP NEW SECTORAL STRATEGY.  
PROVIDE BULLEPRINT TO GUIDE FEDERAL SUPPORT.

DEVELOP NEW INFORMATICS PROJECTS UNDER M.O.U. ON INFORMATICS  
INCREASE OUR MARKET SHARE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Support Cdn bids on rural telecom projects.  
Prepare sectoral report on Telecom/Electronics  
sales opportunity.  
Prepare extended sectoral overview of Electric  
power sales opportunities.

Minister of Mines and Energy and President of  
Ecopetrol invited to Canada.  
Two bids submitted in consortium with a Japanese  
trading house. Bids unsuccessful because Canada  
did not offer competitive financing.

QUARTER: 2 PROMOTE CDN SUPPLIERS IN RURAL TELECOM PROJECTS  
PREPARE SECTORAL REPORT

CDN/JAPANESE BID ON RURAL TELECOM PROJECT LACKED  
CONCESSIONAL FINANCING OFFERED BY OTHER BIDS  
SECTORAL REPORT OUTLINING MARKET OPPS COMPLETED  
SR TELECOM WON US \$2 MILLION CONTRACT FOR  
COMMUNICATIONS EQUIPMENT FOR NEW OIL PIPELINE

QUARTER: 3 MONITOR OPPORTUNITIES AND INFORM CDN COS  
INFORMED COS OF OPPORTUNITIES IN CELLULAR  
TELEPHONY IN BOGOTA AND OTHER CITIES

BOGOTA TELEPHONE CO PARTICIPATED IN TEMIC FALL  
PROGRAM AND PLANS TO DO SO IN SPRING PROGRAM  
NORTHERN TELECOM MAY DECIDE TO BID ON BOGOTA  
CELLULAR TELEPHONE PROGRAM

QUARTER: 4 PROMOTE CDN SUPPLIERS

EMBASSY FOLLOWED UP ON CELLULAR TELEPHONE  
PLANS IN BOGOTA; PROJECT IS TEMPORARILY  
DELAYED