

REPORT +
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 : 75

POST : 407-MADRID

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

REPORT DETAILS OF NEW COMMUNICATION LAW WHICH IS EXPECTED TO BE PASSED SOON.

LAW SHOULD IMPROVE MARKET ACCESS FOR BROAD RANGE OF CDN. PRODUCTS.

INTENSIFY CONTACT WITH AND PROVIDE ASSISTANCE TO CDN INDUSTRY IN VIEW OF SPAIN'S APPARENT DECISION NOT TO JOIN EUROTEL CONSORTIUM.

THERE SEEMS TO BE NEW POSSIBILITIES TO MARKET PABX EQUIPMENT IN SPAIN.

ENCOURAGE AND ASSIST CDN. COMPANIES TO CONTACT LOCAL SPANISH COMPANIES IN THE CABLE AND SATELLITE SUBSECTOR FOR PARTICIPATION IN NEW MAJOR PROJECTS.

INTRODUCE 5 CDN. COMPANIES TO THE MARKET.

PREPARE AN ARTICLE ON THE COMMUNICATIONS MARKET IN SPAIN AND OFFER IT TO CDN. TRADE MAGAZINES FOR POSSIBLE PUBLICATION.

ALERT AS MANY CDN. COMPANIES AS POSSIBLE TO GENERAL MARKET CONDITIONS IN SPAIN.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -ON-GOING ASSISTANCE TO BROAD RANGE OF CDN COS.
-REPORT ON MARKET OPPORTUNITIES IN SPAIN FOLLOWING PASSAGE OF NEW COMMUNICATION LAW.

ASSISTED AES DATA TO HAVE THEIR WORD-PROCESSORS HOMOLOGATED. INTROD. CABLON TO BARCELONA MKT. GENERATED NEW SALES BY ELECTROHOME & BEL-TRONICS
-LAW TABLED IN PARLIAMENT BUT STILL NOT PASSED. NOT ABLE TO REPORT YET.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----