

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

POST :533-SYDNEY

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOM DEREGULATION STUDY
KNOWLEDGE OF OPPORTUNITIES FROM DEREGULATION.

SUB-SECTOR:COMPUTERS HARD/SOFTWARE & COMP

DEVELOP GREATER KNOWLEDGE OF SPACE COMMUNICATIONS MKT
ASSIST 5 CDN COMPANIES TO ENTER THE MARKET.

AGENTS LIST SURVEY
BETTER SERVICE TO CANADIAN SUPPLIERS, IN LOCATING AND

TELECOM DEREGULATION STUDY TO DET IMPACT OF DEREG ON MKT
ENCOURAGE 5 NEW COMPANIES TO ACCESS THE MARKET.

ASSESSING LOCAL REPRESENTATIVES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 TELECOMMUNICATIONS DEREGULATION STUDY - SYDNY
ASSISTED MLBRM IN THE PREPARATIONS FOR THIS
STUDY WHICH ALSO INCLUDED A SECTION ON THE EVOLV
ING PAY TV/CABLE TV MARKET. SEVERAL OTHER REPORT
WERE COLLECTED AND DISTRIBUTED TO INTERESTED

THE REPORT WAS DISTRIBUTED TO PARTICIPANTS IN
THE JUNE TELECOM MISSION AND WILL BE GIVEN TO
OTHER INTERESTED COMPANIES IN JULY. IT PROVIDED
A GOOD OVERVIEW OF THE IMPACT OF DEREGULATION
THEREBY AIDING THEIR MARKETING EFFORTS

QUARTER: 2 ASSISTED LOCAL MANUFACTUTER (CODAN) WITH
ARRANGEMENTS FOR VISITS TO CANADA TO IDENTIFY
JOINT VENTURE PARTNERS IN L BAND MOBILE
SATELLITE COMMUNICATION.

AT LEAST ONE CANADIAN COMPANY (SKYWAVE) HAS
ENTERED INTO AN AGREEMENT WITH CODAN.

QUARTER: 3 -----

QUARTER: 4 AGENTS LIST

A LIST OF CANADIAN COMPANIES DOING BUSINESS IN
AUSTRALIA HAS BEEN PREPARED