

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

POST : 504-BANGKOK

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

POST FOLLOWING UP WITH VISITORS FROM TELECOMS SECTOR WHO VISITED EXPO '86 UNDER CIDA SPONSORSHIP.

INTRODUCTION OF NEW CANADIAN FIRMS AND TECHNOLOGIES TO THAI MARKET.

ONGOING FOLLOW-UP IN AREAS OF OPPORTUNITY AS IDENTIFIED IN 1986 CONSULTANT'S REPORT ON THAI TELECOMMUNICATIONS SECTOR.

INTRODUCTION OF NEW CDN TECHNOLOGIES, PARTICULARLY TO STATE RAILWAY, ELECTRICITY GENERATING AUTHORITY, & MINISTRIES.

OFFICIALS OF COMMUNICATIONS AUTHORITY OF THAILAND TO ATTEND ITU CONFERENCE IN VANCOUVER, JULY 1988. TOUR OF CANADIAN TELECOM INDUSTRY TO FOLLOW.

INTRODUCTION OF NEW CANADIAN FIRMS TO THAI MARKET.

MONITOR PROGRESS OF 5TH AND 6TH PROJECTS OF TELEPHONE ORGANIZATION OF THAILAND. IDENTIFY OPPORTUNITIES AND ASSESS LEVEL OF COMPETITION.

COMPETITIVE BIDS SUBMITTED BY ESTABLISHED FIRMS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ARRANGE RECEPTION FOR VISIT OF SINCLAI VOLK, MANAGER SPECTRUM MANAGEMENT, DOC OTTAWA.

NINE ATTENDED EVENT. INTELLIGENCE OBTAINED LED TO LNS'S PARTICIPATION IN TENDER FOR FREQUENCY MONITORING VAN.

QUARTER: 2 FULL DAY SEMINAR ON COMPUTER SOFTWARE TO THAI DATA PROCESSING COMMUNITY (AUGUST 15, 1987).

ON SITE SALES MODEST BUT POSSIBILITIES OF AGENCY REPRESENTATION AND FURTHER MARKET PENETRATION VERY PROMISING.

QUARTER: 3 -----

QUARTER: 4 ADVANCED TECHN MISSION VISITED BANGKOK JAN/FEB 1988. MISSION MEMBERS WERE EXPOSED TO AUDIENCE OF UP TO 80 POTENTIAL CLIENTS/TRADERS/GOVT INSTITUTIONS IN FULL DAY HORIZONTAL ADVANCED TECHN SEMINAR. TRANSPORT. MIN. CROSBIE HOSTED SPEC RECEPTION.

AT LEAST 1 AGENCY APPOINTMENT MADE; 1 SHORTLISTED CO IN COMPETITIVE BID SITUATION ADVANCE CORPORATE AGENDA THROUGH PRESENCE; REMOTE SENSING SECTOR IN THAILAND BOOMING & MISSION MEMBERS GAINED IMPORTANT ACCESS TO CURRENT SECT. DECISION MAKERS.

QUARTER: 4 QUEBEC MISSION TO THAILAND

HALF DAY SEMINAR ON QUEBEC SOFTWARE TECHN ATTENDED BY 40 REPS OF LOCAL COMPUTER INDUSTRY & GOVT ORGANIZATIONS RESULTED IN HIGHLY EFFECTIVE INTRODUCTION OF CAPABILITIES. ON TELECOMMUNICATIONS SIDE, 2 MISSION PARTICIP. CONCLUDED LOCAL AGENCIES