

REPORT 4  
89/02/06

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 :635-BRASILIA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

UNCOMPLETED CIDA-FINANCED PROGRAM FOR INSTALLATION OF SARSAT GROUND STATION (LUT).

SALE OF ONE OR TWO ADDITIONAL GROUND STATIONS AND LOCATOR BEACONS OF \$10,000,000.

SPAR PROPOSAL TO DEVELOP LOW COST/LOW CAPACITY EARTH TERMINAL IN COOPERATION WITH BRAZILIAN INDUSTRY

IMPORTANT NEW PRODUCT DEVELOPMENT FOR SPAR & SIGNIFICANT SALES IN BRAZIL AND THIRD MARKETS OF \$20,000,000.

SEND SENIOR PLANNING OFFICIALS FROM MINISTRY OF COMMUNICATIONS AND TELEBRAS TO CANADA.

INCREASED AWARENESS OF CANADIAN EXPERIENCE IN ADVANCED TELECOM TECHNOLOGY OF \$5,000,000.

TELEBRAS OFFICIAL TO PARTICIPATE IN DOC ISDN TRIALS.

FUTURE SALES OF ISDN CHIPS AND CONSULTING SERVICES OF \$5,000,000.

VISITS TO STATE METEOROLOGY AGENCIES TO MARKET CDN REMOTE SENSING EQUIPMENT AND SERVICES.

INCREASED SALES OF GREGORY GEOSCIENCE MACDONALD DETWILER & OTHER EQUIPMENT OF \$10,000,000.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INVITE TELECOM PLANNING OFFICIALS TO CANADA.  
INVITE TELEBRAS PRESIDENT ALMIR DIAS TO CANADA.  
ORCHESTRATE LARGE CANADIAN PRESENCE AT AMERICAS TELECOM 88.

BOTH PLANNING OFFICIALS MISSION TO CDA & DIAS VISIT WELL EXECUTED. EXCELLENT FEEDBACK IN BOTH CASES. MINISTERIAL MISSION TO AMERICAS TELECOM 88 PROVIDED DESIRED PROFILE FOR CDN PARTICIPATION IN TELECOM SECTOR.

QUARTER: 2 Invite telecom journalists to Canada.  
Prepare mobile satellite mission to Brazil.  
Monitor and report developments in cellular telephony.

Journalists ident. & invited - are coordinating most appropriate dates. -M-Sat miss. successful in achieving its 3 major goals. -Decision taken by Brzln auth. to allow private-sector participation assisting Novatel in its bid.

QUARTER: 3 -----

QUARTER: 4 -----