

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 :511-KUALA LUMPUR

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

SURV INFORMATICS CLIENTS TO ASSESS & DEV MKT STRATEGIES
SHOPPING LIST DISTRIBUTED TO SUPPLIERS; DECISION ON DATACOM

MISSION

ENSURE LEADING COS PARTICIPATE IN UPCOMING TRADE MISSIONS
INCREASE CDN EXPOSURE TO EMERGING COMMERCIAL OPPORTUNITIES

ASSIST CDN COS IN THEIR PLANS TO ESTABL LOCAL JOINT VENTURES
STRENGTHEN LOCAL CDN PRESENCE IN TELECOMS SECTOR; INCREASE

EQUIPMENT SALES

SUPP CDN CO IN REMOTE SENSING TO ESTABLISH JOINT VENTURE
BROADEN RESIDENT CDN REMOTE SENSING CAPABILITY; PROMOTE CDN

SUPPLY CAPABILITY.

TRACK DEVELOP PLANS OF STM & RTM TO DETERM NEW SATELLITE REQ
EDUCATE CDN INDUSTRY ON MARKET PROSPECTS,INCREASE NO. OF CDN

TENDER BIDS

ASSESS INT IN FORM PARTNER.W/CDM SUPPL IN AREA OF REM.SENS.
PROVIDE COMPETING CDN COS WITH GREATER RANGE OF QUALIFIED

LOCAL AFFILIATES

ESTABLISH DATACOM REQUIREMENTS OF MALAYSIAN UTILITIES
ADVISE CDN INDUSTRY OF SALES PROSPECTS; ESTABLISH CDA AS

VIABLE ALTERNATIVE

IDENT COS UTILIZ PROCESS CONTROL INSTRUM & ASSES MKT PROSP.
MATCH MLSIAN REQT TO CDN SUPPLY CAPAB; MORE CDN SUPPLIERS

VISIT MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Promoted Cdn satellite expertise to STM,RTM and
TV3,Encourage Prov to promote telecoms expertise
Identify new opportunities for Remote Sensing
Services & Technology

Director of Satellite unit to visit Cda;Intera
awarded \$1 mn aerial survey contract,Que defence
telecoms mission scheduled for Aug;Bercha won
satellite data interpretation contract;Two Cdn
companies signed agency agreements.

QUARTER: 2 Assist Spectrocan in presenting study to JTM;
Quebec Defence/Telecommunications mission;
identify participants for TEMIC Total Network
Management Training.

Spectrocan study complete; await project
implementation; 4 telecom firms participated in
Quebec mission; Dataradio seminar attracted 58
agents and end-users; 3 invitees from STM for
TEMIC program.

QUARTER: 3 Planning for incoming telecoms mission;
assisting Spectrocan Engineering and CCC with
project at JTM; product seminar for AIT Canada
to Malaysian government officials; Remote
Sensing Conference.

JTM/CCC signed MOU Dec 89; proceeding
with contract negotiations. AIT seminar well
received. Four Canadian firms represented at
Remote Sensing Conference.