

POST : 432-STOCKHOLM

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

COVER NORDIC MOBILE DIGITAL RADIO SHOW, IN STOCKHOLM OCT. 87

PREPARE PLAN FOR THE PARTICIPATION AT NEXT EVENT.

ASSIST DATA RADIO TO SELECT AGENT FOR SWEDEN.

AGENT SELECTION.

PROVIDE INFO ON DEVELOPMENT OF CELLULAR RADIO MARKET TO INTERESTED CANADIAN FIRMS (NOVATEL, MDI, ETC.)

FIRMS TO DECIDE WHETHER OR NOT TO ADAPT EQUIPMENT TO MARKET.

PLAN CANADIAN PRESENCE AT NORDIC MOBILE DIGITAL RADIO SHOW 87.

MISSION TO SHOW AND/OR INFO BOOTH. (PROVINCIAL OR FEDERAL).

ARRANGE TECHNICAL JOURNALIST VISIT TO CANADA TO COVER TELECOMMUNICATIONS.

INCREASE AWARENESS OF CANADIAN EXPERTISE.

IDENTIFY GOOD SWEDISH AGENTS IN DATA COMMUNICATIONS FIELD.

3 NEW AGENTS FOR CANADIAN DATACOM FIRMS.

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUED DEVELOPMENT OF AGENCY CONTACTS THROUGH ON-SITE VISITS.

10-20 AGENCIES.

ARRANGE FOR SWEDEGRAPHIC VISIT TO CANADA, INCOMING BUYER PROGRAM (ONT. OR FEDERAL GOVERNMENT).

YEARLY SALES OF VIDEOTEX EQUIPMENT OF .5 TO 1 MILLION.

IDENTIFY AGENTS/DISTRIBUTORS IN MALMO, GOTHENBURG.

BETTER GEOGRAPHICAL COVERAGE.

IDENTIFY PROPER VENUE (TRADE MISSION, FAIR) FOR COMPUTER PERIPHERAL MISSION TO SWEDEN.

MISSION TO SWEDEN.

IDENTIFY SOFTWARE AGENCIES LOOKING FOR NEW PRODUCTS (PC LEVEL).

5 NEW AGENCIES.

SELECT AND PROMOTE PARTICIPATION AT DATA OFFICE ENVIRONMENT SHOW, STOCKHOLM, OCT. 87

MISSION AND/OR INFO BOOTH.

ELECTRONIC COMPONENTS

CONTINUED PROMOTION OF CANADIAN FIRMS IN ERICSSON SPHERE VIA LLAD PROGRAM.

3 TO 5 NEW BUYING CONNECTIONS.

ASSIST INTRODUCTION OF NEW SEMICONDUCTOR PRODUCTS.

DESIGNED INTO NEXT GENERATION ERICSSON PABX PRODUCTS