

POST :431-HELSINKI

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

COMPUTERS, SOFTWARE & SYSTEMS

DATABASE COMPILED BY POST OF AGENTS, DISTRIBUTORS AND PURCHASERS OF INFORMATICS WILL BE UPDATED.

MASS MAILINGS OF DEPARTMENTAL PUBLICATIONS, GREATER PERSONAL CONTACT WITH FINNISH IMPORTERS.

PREPARE REPORT IN FINNISH INFORMATICS MARKET AND FORWARD TO OTTAWA AND CANADIAN FIRMS.

CONSIDERABLY IMPROVED ASSISTANCE TO CANADIAN EXPORTERS, INCREASE NUMBER OF AGENTS/DISTRIBUTORS REPRESENTING CANADIAN FIRMS.

INCREASED FINNISH AWARENESS OF CDN INFORMATICS CAPABILITIES, GREATER NUMBER OF AGENTS/DISTRIBUTORS FOR CDN FIRMS.

BETTER KNOWLEDGE OF OPPORTUNITIES IN FINLAND.

BROADCASTING (INC CATV)

REPORT DEVELOPMENTS IN CATV AND TV BROADCASTING, WHICH ARE MOVING VERY QUICKLY IN FINLAND, TO DOC + CANADIAN FIRMS.

PREPARE REPORT ON TELECOMMUNICATIONS AND CATV IN FINLAND, FORWARD TO DOC AND CANADIAN SUPPLIERS.

SIGNIFICANT PARTICIPATION BY CANADIAN COMPANIES IN CATV DEVELOPMENTS.

INCREASED CANADIAN SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ORGANIZED COMPUTER JOURNALIST MISSION TO CANADA. UPDATE POST DATABASE OF COMPUTER AGENTS AND IMPORTERS. UNDERTAKE MAILINGS OF CANADIAN HIGH-TECH DIRECTORIES.

COMMERCIAL OFFICER ACCOMPANIED 4 NORDIC JOURNALISTS WHO RECEIVED EXCELLENT OVERVIEW OF CDN COMPUTER CAPABILITIES. DUE TO SUPERIOR CONTACTS NEW CDN EXPORTERS OF COMPUTER SOFTWARE ARE ENTERING THE FINNISH MARKET.

QUARTER: 2 COMPLETED "INFORMATICS IN FINLAND" REPORT. MASS MAILING OF CANADA IN WORLD OF COMPUTING. CONTINUE UPDATING DISTRIBUTORS DATABASE.

REPORT SENT TO TTT AND SOME CANADIAN FIRMS. INCREASED KNOWLEDGE OF CANADIAN CAPABILITIES, MORE AGENTS, SALES. 100 PLUS FIRMS NOW REGISTERED.

QUARTER: 3 REPORT DEVELOPMENTS IN COMPUTER, SOFTWARE & CATV MARKETS.

COMPLETED A REPORT ON REMOTE SENSING IN FINLAND, SENT IT TO TTT, DRIE & CDN FIRMS WHICH HAD RECENTLY EXPRESSED AN INTEREST IN THE FINNISH MARKET. INFORMATION ON NEW CATV & TELECOMMUNICATIONS ACTS WAS FORWARDED TO DOC & CDN FIRMS.

QUARTER: 3 INFORMATICS MISSION TO FINLAND.

ARRANGED APPOINTMENTS WITH POTENTIAL DISTRIBUTOR FOR THE 8 MISSION COS. MISSION WAS SUCCESSFUL, SALES PROSPECTS ARE GOOD & NEW AGENCY AGREEMENTS & DIRECT SALES EXPECTED SHORTLY.