

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 PARTICIPA-
TION 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 partici-
pation assisting Novatel in its bid.

QUARTER: 3 -----

QUARTER: 4 -----