

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 409-BERNE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

WORKPLACE AUTOMATION

OBTAIN INFORMATION ON CURRENT MARKET AND ASCERTAIN NEEDS OF SWISS SUPPLIERS OF OFFICE EQUIPMENT AND REPORT TO CDN. SUPPLIERS.

INCREASE CDN. SUPPLIER VISITS

ALERT COMPANIES ACTIVE IN THE OFFICE EQUIPMENT SECTOR OF CANADIAN PARTICIPATION IN EUROPEAN FAIRS.

INCREASE AWARENESS OF CDN. CAPABILITY.

TELECOMMUNICATIONS (INC SPACE)

TO FOLLOW UP WITH SWISS PTT RE THEIR VISIT TO CDA IN ORDER TO DRAW ATTENTION ON CDN CAPABILITY IN TELECOMMUNICATION PRODUCTS AND CDN CATV TECHNOLOGY

TO DEVELOP KNOWLEDGE AND INTEREST IN CDN TECHNOLOGY AND PRODUCTS AND GENERATE SALES.

TO DEVELOP A CLOSE RELATIONSHIP WITH MAJOR SWISS TELECOMMUNICATION FIRMS, HASLER, AUTOPHON, GFELLER, HELVECOM, ASSOC SUISSE DES TELERESEAUX

TO GENERATE INTEREST IN CDN ELECTRONIC COMPONENTS AND CDN TECHNOLOGY TO ASSESS POTENTIAL FOR TECHNOLOGY TRANSFER.

PROMOTE CDN TELECOM. TECHNOLOGY & GENERATE INTEREST IN ORDER TO BRING TOGETHER CDN SUPPLIERS(ATTENDING TELECOM'87 & THE MONTREUX TV SYMPOSIUM'87) AND SWISS KEY DECISION MAKERS IN CHARGE OF SELECTING EQUIPMENT FOR SWITZERLAND

TO INCREASE CDN SHARE OF IMPORTED TELECOM. PRODUCTS

MONITOR TO INFORM THE CDN INDUSTRY ON COMMERCIAL OPPORTUNITIES REF: PLANNED MULTIBILLION SFR FIBRE OPTIC NETWORK FOR THE SWISS PTT, AND THE DEVELOPING INTEREST IN HOME SATELLITE TV RECEIVING EQUIPMENT.

TO INCREASE VISIBILITY FOR ADVANCED CDN TELECOM. PRODUCTS.

USE OF LOCAL SPECIALIZED MAGAZINES TO INTRODUCE NEW CDN PRODUCTS (FREE PRODUCTS INTRODUCTION ARTICLES OFFERED BY MANY PUBLISHERS CONTACTED)

TO BRING MORE VISIBILITY ON CDN PRODUCTS TO INCREASE EXPORTS

VISIT LOCAL REGIONAL FAIRS IN ORDER TO IDENTIFY NEW LOCAL DISTRIBUTORS AND DRAW ATTENTION TO CDN PRODUCTS THROUGH PARTICIPATION AT COMPUTER 87 LAUSANNE.

TO INCREASE CDN SHARE OF THE MARKET.

AUTOMATION OF OUR REFERENCE SYSTEM(RE SPECIALIZED SOFTWARE DISTRIBUTORS)

TO PROVIDE MORE PRECISE INFO TO DISTRIBUTORS AND TO DO DIRECT AGGRESSIVE MARKETING RE PROMISING PRODUCTS

BROADCASTING (INC CATV)

OBTAIN TENDER INFORMATION FOR GENEVA CABLE PROJECTS, FOLLOW-UP WITH CDN COS RE EQUIPMENT REQUIREMENTS.

TO POSITION CDN COS FAVOURABLY AND GENERATE PRODUCTS AND SERVICES SALES.