

REPORT 4
88/03/16

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

Page 162

POST : 432-STOCKHOLM

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INSTRUMENTATION

PROMOTION OF CDN CIRCUIT BOARD PRODUCTS.

YEARLY SALES OF \$1 MILLION IN SWEDEN.

CONTINUED WORK ON SALE OF ELECTRONICS PRODUCTION EQUIPMENT.

INTRODUCTORY SALE TO AT LEAST 1 MAJOR FIRM.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 SUPPORT MARKETING EFFORTS OF TELECOMMUNICATIONS
FIRMS BIDDING ON TELEVERKET (PIT) TENDERS.

TRIAL ORDER OF \$500,000 WITH EXPECTED SALES OF
\$30 MN OVER NEXT 5 YEARS. 2. ANALYSED FAILURE OF
PREVIOUS BID ON A SMALL TENDER FOR RADIO-LINK
EQUIPMENT AND DEvised LOBBYING PLAN FOR NEXT
TENDER (\$15 MILLION).

QUARTER: 3 IDENTIFY NEW AGENTS IN DATACOMMUNICATIONS FIELD.

OPENED INTENSE COOPERATION WITH 2 ESTABLISHED
FIRMS.

QUARTER: 4 -----