

REPORT 4
88/10/21

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 : 512-SINGAPORE

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

CONTINUE LIAISON WITH SINGAPORE TELECOMS OFFICIALS ON THE IMPLEMENTATION OF AN ISLAND WIDE DIGITAL COMMUNICATION NETWORK PROJECT

FOLLOW-UP WITH SINGAPORE TELECOMS OFFICIALS ON THEIR PLANNED INFORMATION NETWORKING SYSTEMS.

HOLD PRODUCT SEMINARS FOR POTENTIAL CUSTOMER AND REPRESENTATIVES.

IDENTIFY MARKET OPPORTUNITIES FROM SINGAPORE TELECOMS OFFICIALS IN A TIMELY MANNER.

ENSURE THAT AT LEAST ONE CANADIAN COMPANY PARTICIPATES SUCCESSFULLY IN THE PILOT PROJECT.

ENSURE THAT CAPABLE CANADIAN COMPANIES ARE AWARE OF THIS OPPORTUNITY AND WELL PLACED TO TAKE ADVANTAGE OF IT.

INCREASED SALES OF TELECOMMUNICATION PRODUCTS AND SYSTEMS.

CANADIAN COMPANIES WILL BECOME AWARE OF UPCOMING TENDERS AND PROJECTS, AND HAVE SUFFICIENT TIME TO PREPARE PROJECT PROPOSALS.

COMPUTERS, SOFTWARE & SYSTEMS

CONTINUE TO WORK ON THE TELECOMS NETWORKING AND TRADERS SYSTEMS REQUIREMENTS.

CONTINUE TO IDENTIFY AND LIAISE WITH LOCAL COMPUTER SOFTWARE AND SYSTEM COMPANIES.

CONTINUE TO DEVELOP CONTACTS WITH NATIONAL COMPUTER BOARD OFFICIALS.

WORK WITH SINGAPORE TELECOMS REGARDING THEIR INTEGRATED BILLING SYSTEM REQUIREMENTS.

PRODUCTS PRESENTATIONS TO LOCAL BUYERS, AGENTS, DISTRIBUTORS INSTITUTIONS, ETC.

ENCOURAGE LOCAL SOFTWARE COMPANIES AND INSTITUTIONS TO VISIT CANADA.

INCREASE CANADIAN COMPANIES' OPPORTUNITIESS TO BID ON THE PROJECT.

INCREASE THE MARKET SHARE OF CANADIAN COMPUTER SOFTWARE CAPABILITIES.

AN INCREASE IN THE LEVEL OF AWARENESS OF CANADIAN COMPUTER SOFTWARE CAPABILITIES.

ENSURE THE PARTICIPATION IN THIS PROJECT BY AT LEAST ONE CANADIAN COMPANY.

INCREASE CANADIAN SUPPLIERS VISITS AND INCREASE SALES.

INCREASE CANADIAN MARKET SHARE FOR COMPUTER SOFTWARE AND SYSTEMS.