

REPORT 4
89/10/10

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 :407-MADRID

005-ADVANCED TECH. PROD. & SERV
SPAIN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

REPORT DETAILS OF NEW TELECOMMUNICATION LAW CURRENTLY BEING DEBATED IN PARLIAMENT WHEN LEGISLATION IS APPROVED.

LAW SHOULD IMPROVE MARKET ACCESS FOR BROAD RANGE OF CDN PRODUCTS.

SUPPORT NORTHERN TELECOM'S JOINT VENTURE WITH THE ABENGOA GROUP IN ATTEMPTS TO MARKET PABX TO BARCELONA 92 OLYMPICS, SEVILLE 92 WORLD'S FAIR AND STATE RAILWAY.

SALE OF ONE PABX OF \$5M.

ASSIST IMAX CORP TO FOLLOW UP ON SEVERAL SOLID LEADS FOR IMAX/OMNIMAX THEATRES.

INSTALLATION OF AT LEAST ONE IMAX/OMNIMAX THEATRE IN SPAIN.

SHOULD SPAIN GO AHEAD WITH ITS OWN COMMUNICATION SATELLITE,ASSIST SPAR,TELESAT ETC TO PARTICIPATE IN PROJECT.

CDN PARTICIPATION COULD RESULT IN UP TO \$200 MILLION OF SALES.

PREPARE ARTICLE ON THE MARKET FOR COMPUTER SOFTWARE IN SPAIN FOR PUBLICATION/DISTRIBUTION IN CANADA.

INTEREST 5 NEW COMPANIES IN THE SPANISH MARKET.

DETERMINE MARKET OPPORTUNITIES IN THE STAR RURAL COMMUNICATIONS PROJECT BY CALLING ON TELEFONICA.

POSSIBLE CDN PARTICIPATION IN THIS \$300 MILLION PROJECT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PARTICIPATE IN INFORMAT 88 BARCELONA WITH INFO BOOTH.

6 CDN COS PARTICIPATED AT INFORMAT. SALES AND AGENCY AGREEMENTS PENDING.

ASSIST CDN COS TO APPOINT REPS,MAKE SALES AND ARRIVE AT JV AGREEMENTS.

MITEC APPOINTED AGENT.KEY EXCHANGE AND STM INTRODUCED TO POTENTIAL AGENTS.CMC INTRODUCED TO PTT.ROYLE AND LEBLANC NEGOTIATING.

QUARTER: 2 Assist Cognos with plans to open office in Madrid. Arrange programs for visit by MMA and Key Exchange Systems. Arrange meeting for Cognos with ENTEL regarding EUREKA Project 79 - Data Base.

Cognos achieved \$1.5 million sales in 1987 with agent and should improve sales with own office. Key Exchange appointed new agent and MMA has prospects. Cognos and ENTEL may form JV.

QUARTER: 3 Assist Cdn cos in their marketing efforts.

As a result of post support over past 2 years COGNOS opened an office in Madrid to market their Powerhouse software. -Following post recommendation Guildline Instruments appointed new agent.