

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 :342-TEL AVIV

014-EDUCATION, MEDICAL, HEALTH PROD
ISRAEL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PHARMACEUTICALS, BIOTECHNOLOGY

IDENTIFY MAIN IMPORT/DISTRIBUTION CHANNELS FOR HEALTH CARE PRODUCTS.

COMPILE AGENTS/DISTRIBUTORS LIST AND PRIORITIZE PRODUCTS ACCORDING TO MARKET AND NEEDS.

IDENTIFY CANADIAN SOURCES-PREPARATION FOR AND FOLLOW-UP OF MAJOR TRADE SHOW (MEDAX).

AGENCY AGREEMENTS, EXPORT SALES.

COMPLETE INVENTORY OF ISRAELI CAPABILITIES IN THIS SECTOR AND PROMOTE AND MATCH UP WITH CANADIAN REQUESTS FOR TECHNOLOGY.

JOINT VENTURES/LICENSING ARRANGEMENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A) ORGANISE PARTICIPATION IN MAJOR MEDICAL DEVICE SHOW, JERUSALEM.
B) OUTGOING J-V MISSION
C) TIP WORKSHOP '88

A) SUCCESSFULLY EXHIBITED
B) CANCELLED OWING TO SECURITY CONCERNS
C) 2-WEEK TOUR OF CDM INDUSTRY COMPLETED

QUARTER: 2 Ascertain market requirements in the education and healthcare.

Follow-up on Medax Show and C.O. visit to Cdn companies in healthcare sector.

QUARTER: 3 -----

QUARTER: 4 -----