

REPT4D
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

41

POST :414-BRUSSELS

SECTOR :014-EDUCATION,MEDICAL,HEALTH PROD
BELGIUM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:PHARMACEUTICALS, BIOTECHNOLOGY

PURSUER CONTACTS W/IND FED(FECHIM) & IMPORTERS/DIST OF DIAGN.
BETTER KNOWLEDGE OF MARKET

CONT TO UPDATE LIST OF CDN PROD'RS WHO SEEK TO DEV THEIR EXP
FACILITATE SETTING UP CONTACTS,INCLUDING FOR VISITING CDM CO

INCR PROM'L ACTIV. I.E.ARTICLES IN TRADE REVIEWS
WIDEN FIELD OF POTENTIAL BELGIAN CANDIDATES WHO ARE PREPARED

SUB-SECTOR:HOSP. & MEDICAL EQUIP,INSTRUM.

FOLLOW-UP TO CANADIAN PARTICIPATION IN EXPOMED 88.
INCREASED POSSIBILITIES FOR DISTRIBUTION ARRANGEMENTS

GATHER INFO ON PRINCIPLE COMPETITIONS IN BELGIAN MARKET
DETERMINE MARKET CHARACTERISTICS

EXAM POSS CDN MISS TO THE BENELUX:AIDS FOR HANDICAPPED
INCREASED BILATERAL COOPERATION IN THIS SECTOR THROUGH DIS-

REPRESENTATIVES OR ANY CANADIAN MISSION MEMBERS

TO CONSIDER CDM BUSINESS PROP IN BIOTECHNOLOGY/DIAGNOSTICS

TRIBUTION ARRANGEMENTS OR OTHER FORMS SUCH AS TECHN EXCHANGE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Suivi des dossiers commences par l'agent qui
s'occupait de ces secteurs

QUARTER: 2 Suivi normal des dossiers

QUARTER: 3 1. Faire un suivi rapproche du dossier CDSL
(carte de sante) avec autorites locales et
partenaire belge
2. Preparer visite P.M. Devine (Sask) sur meme
sujet en Janvier 1990

QUARTER: 4 (1) CDSL mission postponed till end April 90
(2) Post will follow-up with few Cdn visitors/
exhibitors at EXPOMED 90 (in May)

Plusieurs contacts important et potentiels ont
ete informe du potentiel canadien dans ces sec-
teurs en recevant, entre autres, le "Canadian
Medical Device Directory".

1. Contrat pour Phase 1 du projet belge signe
(valeur approx. \$ 750.000)
2. Une mission ira en Sask. vers Fev/Mars 90
pour etudier sur place l'experience
canadienne

(1) Post still hopes that close monitoring and
efforts will be fruitful for CDSL future in
Belgium and Europe
(2) Some distribution agreements are likely to
be signed