

REPT4D
90/01/23

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

POST :414-BRUSSELS

014-EDUCATION,MEDICAL,HEALTH PROD
BELGIUM

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PHARMACEUTICALS, BIOTECHNOLOGY

PURSUE CONTACTS W/IND FED(FECHIM) & IMPORTERS/DIST OF DIAGM.
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 CDN CO

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

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 CDN BUSINESS PROP IN BIOTHECHNOLOGY/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

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

QUARTER: 2 Suivi normal des dossiers

QUARTER: 3 -----

QUARTER: 4 -----