

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 :631-BUENOS AIRES

014-EDUCATION, MEDICAL, HEALTH PROD
ARGENTINA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

IDENTIFICATION REQUIREMENTS (HOSPITAL EQUIPMENT) REF. IADB PROJ.

A) TO INTEREST POTENTIAL CDN SUPPLIERS
B) TO PROMOTE GROUP APPROACH. C) TO FACILITATE
PACKAGE BIDDING AND FINANCING.

MEDICAL EQUIPMENT MARKET SURVEY

A) TO IDENTIFY NEEDS & MARKETING CHANNELS. B)
TO INCREASE NO. CDN COYS IN MARKET. C) TO IN-
CREASE NO. OF REPRES. A

TO ORGANIZE MEDICAL EQUIPMENT CATALOGUE SHOW

TO INCREASE NUMBER OF REPRESENTATIONS IN
MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Medical equipment market survey.

Thirty (30) new contacts (agents/distributors)
have been identified and registered. Gathering
of market infos in process.

QUARTER: 3 -----

QUARTER: 4 -----