

DERNIEH
NUMERO

JAN 3

CANADEXPORT

Vol. 10, No. 1

January 15, 1992

Considerable Potential for Canadian Exporters Exists in Jordan's Medical Market

Beds, medical equipment and medicines are among the items Jordan's medical sector requires, according to a consultant's report received from the Canadian Embassy in Amman.

The country, now becoming a regional medical centre, also requires advanced medical technology and services and new hospitals and equipment — all creating considerable potential for Canadian involvement.

Obstetrical beds are also required and an urgent requirement calls for new patient beds to care for emergency cases.

In the pharmaceutical field, Jordanians are studying the possibility of producing raw materials for their products — clearly a field, suggests the report, where Canadian expertise could play a role:

The bulk of Jordan's pharmaceutical output is exported, but the domestic market still is heavily reliant on imported products.

Canada's current share of the market is small, but, says the report, the demand for new drugs and the shortage of present ones is severe.

"This may provide an opportunity for Canadians to become involved in the pharmaceutical market," particularly since expensive medicines used for the treatment of cancer, heart problems and psychiatric illnesses are badly needed.

Not all new products are drug-related, with local manufacturers

now producing cleaning agents and other items of a parapharmaceutical nature.

In this regard, Canadian companies could explore the possibilities

Continued on page 10— Jordan

INSIDE	
U.S. Contract Bidding	2
Business Opportunities	3
Trade Fairs	4 & 9
Contracts, Trade Centres	10
Australia Truck Market	11
Agenda/Publications	12

Canada's Export Controls, HiTech East Europe Seminars

"Major New Changes to Canada's Export Control System and the Growing Market for Hi-Tech Products in Eastern Europe" is the theme of a series of seminars to be held across Canada beginning next month.

Attendance at the seminars is expected to be heavy and interested parties — especially those

Focus on:
CENTRAL AMERICA
 Supplement pages 5-8

active in export markets — are encouraged to participate and to register early.

Locations and dates are: **Ottawa**, February 12; **Montreal**, February 13; **Halifax**, February 14; **Toronto**, February 17; **Winnipeg**, February 18; **Calgary**, February 20; and **Vancouver**, February 21.

The seminars will focus primarily on the major changes (resulting in further liberalization) to the

COCOM (Coordinating Committee for Multilateral Strategic Export Controls) that took effect September 1, 1991. Experts also will be available to answer timely questions on marketing prospects in Eastern Europe.

The seminars will be of particular interest to marketing and traffic managers, specialists who need to know about export controls changes (especially those changes associated with COCOM), customs brokers and freight forwarders.

New information will also be provided on non-proliferation initiatives such as dual-use nuclear goods, chemical products, and missile technology — and what these may mean for the Canadian exporting community.

Copies of the "new-look" *Export Control List*, which is now more user-friendly, will be freely distributed in an effort to increase public awareness of Canada's comprehensive export controls and to enhance transparency in the overall system.

Continued on page 2— Export

External Affairs and
International Trade Canada

Canada