

REPORT 4
89/10/10

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 :407-MADRID

014-EDUCATION, MEDICAL, HEALTH PROD
SPAIN

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	GENERAL MARKET SURVEY WILL BE PREPARED TO IDENTIFY SPECIFIC SECTORS OFFERING BEST OPPORTUNITIES.	IMPROVE OUR CAPABILITY TO SOURCE POTENTIAL EXPORTERS IN CANADA. INFORM EXPORTERS OF LOCAL OPPORTUNITIES.
	VISIT BARCELONA TO CALL MAJOR IMPORTERS IN SECTOR.	INFORM IMPORTERS OF AVAILABILITY OF CDN PRODUCTS AND DETERMINE THEIR INTEREST.
	CONTACT 15 MAJOR CDN COMPANIES IN BIOTECHNOLOGY AND HITECH MEDICAL INSTRUMENTS/APPARATUS FIELDS TO DETERMINE THEIR INTEREST IN THE SPANISH MARKET.	INDUCE 3 COS TO UNDERTAKE NEW MARKETING ACTIVITY IN SPAIN.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 ENCOURAGE CDN COS TO INVESTIGATE SPANISH MARKET. ORGANIZE PARTICIPATION IN HOSPITALIA'88 NOV 8-11 IN MADRID.	ENQUIRIES AND SALES HAVE DOUBLED OVER LAST YEAR. BUDGET ASSIGNED BY OTTAWA. SPACE BOOKED. FIRMS BEING CANVASSED FOR LITERATURE.
	QUARTER: 2 Organize info booth at Hospitalia Fair in Nov. Organize visit of SAIOLAN (Mondragon Group) to Canada to meet with biotechnology firms.	Ont Govt has agreed to share costs. SAIOLAN identified 5 cos who they wish to import from or form JVs with.
	QUARTER: 3 Organize information booth at Hospitalia in collaboration with Ontario Govt.	110 enquiries received at Fair. There is growing interest in Canada by cos in this sector.
	QUARTER: 4 On-going promotion of Cdn products.	Visited major labs in Barcelona. APO Diagnostics appointed agent and made \$31000 sale.