

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 :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 REPRESENT. 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 To organize medical equipment catalogue show

49 Canadian companies participated,68 local com-
panies visited the show over 2 days.
Follow up under way

QUARTER: 4 -----