

REPT4D  
89/12/12

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

104

POST :404-MILAN

014-EDUCATION, MEDICAL, HEALTH PROD  
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

UNDERTAKE MARKET ANALYSIS OF BIOTECHNOLOGY SECTOR  
DETERMINE NATURE/SIZE OF MARKET AND IDENTIFY AREAS OF SALES

POTENTIAL

INITIATE CONTACTS WITH POTENTIAL INTERMEDIARIES  
IDENTIFY 5 TO 10 SOLID POTENTIAL AGENTS/DISTRIBUTORS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 a) Undertake review and analysis of health care  
market to determine actual potential for Cdn  
exporters & j.v. activities.

a) Visited 2 associations to collect materials  
and info on sector. Reviewed publications,  
articles.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----