

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 :342-TEL AVIV

014-EDUCATION,MEDICAL,HEALTH PROD
ISRAEL

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	PHARMACEUTICALS, BIOTECHNOLOGY	
	IDENTIFY MAIN IMPORT/DISTRIBUTION CHANNELS FOR HEALTH CARE PRODUCTS.	COMPILE AGENTS/DISTRIBUTORS LIST AND PRIORITIZE PRODUCTS ACCORDING TO MARKET AND NEEDS.
	IDENTIFY CANADIAN SOURCES-PREPARATION FOR AND FOLLOW-UP OF MAJOR TRADE SHOW (MEDAX).	AGENCY AGREEMENTS, EXPORT SALES.
	COMPLETE INVENTORY OF ISRAELI CAPABILITIES IN THIS SECTOR AND PROMOTE AND MATCH UP WITH CANADIAN REQUESTS FOR TECHNOLOGY.	JOINT VENTURES/LICENSING ARRANGEMENTS.



TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 A)ORGANISE PARTICIPATION IN MAJOR MEDICAL DEVICE SHOW,JERUSALEM. B)OUTGOING J-V MISSION C)TIP WORKSHOP'88	A) SUCCESSFULLY EXHIBITED B) CANCELLED OWING TO SECURITY CONCERNS C) 2-WEEK TOUR OF CDN INDUSTRY COMPLETED
	QUARTER: 2 Ascertain market requirements in the education and healthcare.	Follow-up on Medax Show and C.O. visit to Cdn companies in healthcare sector.
	QUARTER: 3 Continued follow-up on incoming and outgoing health care missions.	Progress achieved in matchmaking under CDA/ Israel MOU (tech transfer).
	QUARTER: 4 Preparations for participation in Medax '89	Visits to local industry to ascertain potential, 2) Initial recruitment in Canada 3) Intervention with Veterinary Services on behalf of Canadian Exporter 4) Regular promotional activities in health-care sector.