

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

POST :404-MILAN

SECTOR :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 - Through contacts visit, initiate list of agents, distributors and other intermediaries in health care
- Undertake preparatory work for market analysis of biotechnology sector

- Through three associations, started meeting with reps, etc. and preparation of their coy profiles
- Preliminary data gathered

QUARTER: 3 . Service inquiries from Cda and Italy
. Visit MACMOSAN fine chemicals and biotechnology fair
. Continue collection of info on health sector, & on biotechnology sector for report on same

. Five inquiries handled
. Several useful contacts established with Itl coys including with 2 Itl monthly magazines about printing of articles on Cdn industry.

QUARTER: 4 . Continued to develop list of potential agents and distributors.
. Interviewed key associations and selected cos to collect info on biotechnology sector in Italy.

. Began report on biotechnology sector in Italy.