

REPT4D
90/06/26

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

103

POST :347-RIYADH

SECTOR :014-EDUCATION, MEDICAL, HEALTH PROD
SAUDI ARABIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR: SERVICES INCLUDING CONSULTING

ASSIST NEWLY EST. J.-V. TO OBTAIN HOSPITAL MNGMT CONTRACT
1 CONTRACT

LOBBY KSA AUTHORITIES TO INVITE CDN CO.-MEDI. TRAIN. PROJECT
1 PROJECT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Market survey on healthcare.
Follow up to JEC

The market survey used was modified to include market data for distribution in Canada. Regular visits and follow-up initiative were undertaken to build upon the momentum generated by JEC

QUARTER: 2 JEC FOLLOW UP

REGULAR VISITS AND FOLLOW-UP INITIATIVES WERE UNDERTAKEN TO BUILD UPON THE MOMENTUM GENERATED BY JEC IN FEBRUARY 1989.

QUARTER: 3 Saudi Healthcare Exhibition (8-12 October, 1989)
Jeddah

Increased Canadian visibility in KSA. Excellent opportunity for recruitment of agents and identification of business opportunities. 11 Canadian participants through agents, 4 CDN coys were on location and 9 had lit. at CDN booth.

QUARTER: 4 -----