REPT4D
90/04/05

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

014-EDUCATION,MEDICAL,HEALTH PROD
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
UNDERTAKE MARKEET 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 -----	