

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 :407-MADRID

SECTOR :014-EDUCATION,MEDICAL,HEALTH PROD
SPAIN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:PHARMACEUTICALS, BIOTECHNOLOGY

SURVEY - I.D. SPECIFIC SECTORS OFFERING OPPORTUNITIES
IMPROVE OUR CAPACITY TO SOURCE POTENTIAL EXPORTERS IN CDA

INFORM EXPORTERS OF LOCAL OPPORTUNITIES

VISIT BARCELONA TO CALL ON MAJOR IMPORTERS IN SECTOR
INFORM IMPORTERS OF AVAILABILITY OF CDN PRODUCTS AND DETER-

MINE THEIR INTEREST

INVITE SECTOR SPECIALIST TO ASSIT IN GENERAL MARKET SURVEY
IMPROVE OUR CAPACITY TO SOURCE POTENTIAL EXPORTERS IN CDA.

INFORM EXPORTERS OF LOCAL OPPORTUNITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Prepare report on Spanish pharmaceutical sector

Report completed

QUARTER: 2 -Promote Cdn pharmaceutical/healthcare products.

- Reported new agency agreement.
- Wide mailings of sector related material to contacts.
- Exports increased by \$1 million.

QUARTER: 3 Promote Cdn pharmaceutical/healthcare products.
Meet with Spanish Healthcare Products Mfrs.
Association (FENIN).

20% increase in exports to Spain during Jan-Sept 89 period.Processed increased number of enquiries local company joint venture with Pharma Lab Montreal (investment \$0.5 million).

QUARTER: 4 -----