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 -----	