RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: MILAN

Market: ITALY

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity:
Expected Pasults:

UNDERTAKE MARKEET ANALYSIS OF BIOTECHNOLOGY SECTOR

Expected Results: DETERMINE NATURE/SIZE OF MARKET AND IDENTIFY AREAS OF SALES

POTENTIAL

Activity:

INITIATE CONTACTS WITH POTENTIAL INTERMEDIARIES

Expected Results: IDENTIFY 5 TO 10 SOLID POTENTIAL AGENTS/DISTRIBUTORS