

REPORT 4
88/03/16

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 348-KUWAIT

014-EDUCATION, MEDICAL, HEALTH PROD
KUWAIT

Page 59

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

VISIT OF MINISTER OF EDUCATION OF ONTARIO.

VISITS TO KEY PURCHASING PERSONNEL IN HOSPITALS, CLINICS. MINISTRY
TO PROMOTE CANADIAN MEDICAL & HEALTH CARE PRODUCTS.

CATALOGUE SHOW AT UNIVERSITY OF KUWAIT MEDICAL SCHOOL TO PROMOTE
CANADIAN PRODUCTS.

TARGET AND MEET KEY EDUCATION DECISION-MAKERS.

HIGHER PROFILE FOR CANADA.

ESTABLISH REQUIREMENTS AND INCREASE AWARENESS
OF CANADIAN EXPERTISE.

INCREASE AWARENESS AND DEMAND FOR CANADIAN
PRODUCTS NOW FINDING INCREASED FAVOUR WITH
KUWAIT AUTHORITIES.

ENCOURAGE VISITS TO CANADIAN EDUCATION/
GOVERNMENT INSTITUTIONS TO INCREASE KNOW-
LEDGE OF CANADIAN PRODUCTS AND SERVICES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MET WITH UNDERSECRETARY OF HEALTH, KUWAIT.

UNDERSECRETARY OF HEALTH TO VISIT CANADA IN OCT-
OBER TO SEE CAPABILITIES, SERVICES ETC AND MEET
GOVERNMENT OFFICIALS.

QUARTER: 2 UNDERSECRETARY OF HEALTH AND ASSISTANT UNDER-
SECRETARY OF PLANNING TO VISIT CANADA, NOVEMBER.

INVITATION TO VISIT CANADA GIVEN AND ACCEPTED.

QUARTER: 3 ARRANGE VISIT TO ONT/ALBERTA BY UNDERSECRETARY
OF HEALTH, KUWAIT & OFFICIALS OF MINISTRY OF
PLANNING.

VISIT UNDERTAKEN. INVITATIONS EXTENDED BY
KUWAITIS TO SOME CDN COMPANIES THEY MET TO
CONTINUE DISCUSSIONS ON KUWAITI HEALTH SYS-
TEMS' NEEDS & MUTUAL CO-OPERATION.

QUARTER: 4 -----