

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 : 414-BRUSSELS

014-EDUCATION, MEDICAL, HEALTH PROD
BELGIUM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PHARMACEUTICALS, BIOTECHNOLOGY

PURSUER CONTACTS WITH BELGIAN FEDERATIONS, IMPORTERS AND DISTRIBUTORS (DIAGNOSTICS).

GREATER FAMILIARITY WITH MARKET.

ASSEMBLE DOCUMENTATION ON LARGEST COMPETING FIRMS (DIAGNOSTICS).

DETERMINE MOST POPULAR PRODUCTS AND FIND NICHES TO OCCUPY.

EXPLORE AND INITIATE CANADIAN PARTICIPATION WITH BELGIAN FIRMS IN THE AREA OF PLANT BIOTECHNOLOGY.

PUT CANADIAN EXPERTISE TO WORK IN THE FIELD, AND MARKET CANADIAN R & D.

CREATE AN UP-TO-DATE LIST OF CANADIAN PRODUCERS, AND DEVELOP CONTACTS WITH THEM. STIMULATE VISITS TO BELGIUM BY REPRESENTATIVES OF CANADIAN PRODUCERS (DIAGNOSTICS).

FACILITATE APPROACHES TO THE BELGIAN MARKET AND DEVELOP DIRECT CONTACTS BETWEEN COMPANIES WITH A VIEW TO SPECIFIC DISCUSSIONS.

DEFINE THE MARKET FOR IN VITRO DIAGNOSTICS FOR VETERINARY USE. FOLLOW THE TREND IN THE MARKET TO OFFER THE EQUIPMENT AND DIAGNOSTIC KIT IN SINGLE PACKAGE. (DIAGNOSTICS)

AVAILABLE NICHE COULD BE OCCUPIED BY CANADIAN EXPORTER. ASSIST CANADIAN EXPORTERS TO ADJUST THEIR STRATEGIES.

ESTABLISH THE BASIS FOR CANADIAN PARTICIPATION WITH BELGIAN FIRMS IN THE EUREKA PROJECT, DEALING WITH PLANT BIOTECHNOLOGY.

MUTUAL TECHNOLOGY TRANSFER AND MARKETING OF RESULTS IN NORTH AMERICA BY CANADIAN PARTICIPANT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 DIAGNOSTICS MARKET STUDY BIOTECH: INTRODUCE PRODUCT.

DIAGNOSTICS STUDY IN DRAFT FIRST SUCCESS WITH BIO-MEGA.

QUARTER: 2 STUDY EXPANDED TO INCLUDE THERAPEUTIC DRUGS AND SERVICES.

SUCCESS PENDING BETWEEN CONNAUGHTS LABS AND SOLVAY.

QUARTER: 3 -----

QUARTER: 4 -----