

REPT4D
90/04/05

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 :347-RIYADH

014-EDUCATION, MEDICAL, HEALTH PROD
SAUDI ARABIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SERVICES INCLUDING CONSULTING

ASSIST NEWLY EST. J.-V. TO OBTAIN HOSPITAL MNGMT CONTRACT
1 CONTRACT

LOBBY KSA AUTHORITIES TO INVITE CDN CO.-MEDI. TRAIN. PROJECT
1 PROJECT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 Market survey on healthcare.
Follow up to JEC

QUARTER: 2 JEC FOLLOW UP

QUARTER: 3 Saudi Healthcare Exhibition (8-12 October, 1989)
Jeddah

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

The market survey used was modified to include market data for distribution in Canada. Regular visits and follow-up initiative were undertaken to build upon the momentum generated by JEC

REGULAR VISITS AND FOLLOW-UP INITIATIVES WERE UNDERTAKEN TO BUILD UPON THE MOMENTUM GENERATED BY JEC IN FEBRUARY 1989.

Increased Canadian visibility in KSA. Excellent opportunity for recruitment of agents and identification of business opportunities. 11 Canadian participants through agents, 4 CDN coys were on location and 9 had lit. at CDN booth.