REPT4D
90/01/23

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 :407-MADRID

014-EDUCATION,MEDICAL,HEALTH PROD
SPAIN

| PLANNING: ACTIVITIES PROPOSED IN POST PLAN: | ANTICIPATED RESULTS: |
|---|---|
| PHARMACEUTICALS, BIOTECHNOLOGY | |
| SURVEY - I.D. SPECIFIC SECTORS OFFERING OPPORTUNITIES<br>IMPROVE OUR CAPACITY TO SOURCE POTENTIAL EXPORTERS IN CDA | INFORM EXPORTERS OF LOCAL OPPORTUNITIES |
| VISIT BARCELONA TO CALL ON MAJOR IMPORTERS IN SECTOR<br>INFORM IMPORTERS OF AVAILABILITY OF CDN PRODUCTS AND DETER- | MINE THEIR INTEREST |
| INVITE SECTOR SPECIALIST TO ASSIT IN GENERAL MARKET SURVEY<br>IMPROVE OUR CAPACITY TO SOURCE POTENTIAL EXPORTERS IN CDA. | INFORM EXPORTERS OF LOCAL OPPORTUNITIES. |

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| TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: | QUARTERLY RESULTS REPORTED: |
|---|---|
| QUARTER: 1 Prepare report on Spanish pharmaceutical sector | Report completed |
| QUARTER: 2 -Promote Cdn pharmaceutical/healthcare products. | -Reported new agency agreement.<br>-Wide mailings of sector related material to contacts.<br>-Exports increased by $1 million. |
| QUARTER: 3 ----- | |
| QUARTER: 4 ----- | |