

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- 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: CONTRACT FOR MEDICAL EQUIP MKT STUDY IN NEW ENGLAND UNDER  
Expected Results: IDENTIFY AREA OF PRIORITY FOR MKT DEVELOPMENT

Activity: ESTABLISH REPRESENTATION FOR CDN MEDICAL DEVICE COMPANIES  
Expected Results: CONCLUDE 2 REPRESENTATION AGREEMENTS

Activity: CONVINCING LGE GROUP BUY ORGANIZATION OF MEDICAL PROD/SERVICES  
Expected Results: GET 4 NEW CDN COMPANIES LISTED