

REPT4D
89/12/12

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

104

POST :404-MILAN

014-EDUCATION, MEDICAL, HEALTH PROD
ITALY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

UNDERTAKE MARKET ANALYSIS OF BIOTECHNOLOGY SECTOR
DETERMINE NATURE/SIZE OF MARKET AND IDENTIFY AREAS OF SALES

POTENTIAL

INITIATE CONTACTS WITH POTENTIAL INTERMEDIARIES
IDENTIFY 5 TO 10 SOLID POTENTIAL AGENTS/DISTRIBUTORS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 a) Undertake review and analysis of health care
market to determine actual potential for Cdn
exporters & j.v. activities.

a) Visited 2 associations to collect materials
and info on sector. Reviewed publications,
articles.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----