

Export and Investment Promotion Planning System

MISSION: 601 BOSTON

COUNTRY: 577 UNITED STATES OF AMERICA

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: FOLLOW-UP MARKETING ACTIVITIES RELATED TO DISTRIBUTION OF CMDD TO 250 AREA MEDICAL DEVICE PURCHASING AUTHORITIES COMPLETED IN 1987.

Results Expected: INCREASE CDN EXPORTS BY \$3 MILLION.

Activity: ASSESS EFFECTIVENESS OF BIO-TECHNOLOGY SEMINAR FOR QUEBEC COMPANIES ORGANIZED IN BOSTON IN 1987.

Results Expected: DETERMINE IF FORMAT SUITABLE FOR BIO-TECHNOLOGY COMPANIES FROM OTHER PROVINCES.

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: ESTABLISH REPRESENTATION FOR CDN MEDICAL DEVICES COMPANIES.

Results Expected: CONCLUDE 5 REPS AGREEMENT

Activity: CONVINCING LARGE GROUP BUYING ORGANIZATION OF MEDICAL PRODUCTS/SERVICES TO INCREASE NUMBER OF CDN COMPANIES LISTED.

Results Expected: GET 10 NEW CDN COMPANIES LISTED.

Activity: IDENTIFY BIO-TECHNOLOGY COMPANIES INTERESTED IN JOINT-VENTURES

Results Expected: CONCLUDE 2 JOINT-VENTURES.