

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 :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

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

POTENTIAL

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 - Through contacts visit,initiate list of agents,distributors and other intermediaries in health care
- Undertake preparatory work for market analysis of biotechnology sector

- Through three associations, started meeting with reps, etc. and preparation of their coy profiles
- Preliminary data gathered

QUARTER: 3 -----

QUARTER: 4 -----