

POST : 414-BRUSSELS

014-EDUCATION, MEDICAL, HEALTH PROD
BELGIUM

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PHARMACEUTICALS, BIOTECHNOLOGY

PURSUDE CONTACTS WITH BELGIAN FEDERATIONS, IMPORTERS AND DISTRIBUTORS (DIAGNOSTICS).

ASSEMBLE DOCUMENTATION ON LARGEST COMPETING FIRMS (DIAGNOSTICS).

EXPLORE AND INITIATE CANADIAN PARTICIPATION WITH BELGIAN FIRMS IN THE AREA OF PLANT BIOTECHNOLOGY.

CREATE AN UP-TO-DATE LIST OF CANADIAN PRODUCERS, AND DEVELOP CONTACTS WITH THEM. STIMULATE VISITS TO BELGIUM BY REPRESENTATIVES OF CANADIAN PRODUCERS (DIAGNOSTICS).

DEFINE THE MARKET FOR IN VITRO DIAGNOSTICS FOR VETERINARY USE. FOLLOW THE TREND IN THE MARKET TO OFFER THE EQUIPMENT AND DIAGNOSTIC KIT IN SINGLE PACKAGE. (DIAGNOSTICS)

ESTABLISH THE BASIS FOR CANADIAN PARTICIPATION WITH BELGIAN FIRMS IN THE EUREKA PROJECT, DEALING WITH PLANT BIOTECHNOLOGY.

GREATER FAMILIARITY WITH MARKET.

DETERMINE MOST POPULAR PRODUCTS AND FIND NICHES TO OCCUPY.

PUT CANADIAN EXPERTISE TO WORK IN THE FIELD, AND MARKET CANADIAN R & D.

FACILITATE APPROACHES TO THE BELGIAN MARKET AND DEVELOP DIRECT CONTACTS BETWEEN COMPANIES WITH A VIEW TO SPECIFIC DISCUSSIONS.

AVAILABLE NICHE COULD BE OCCUPIED BY CANADIAN EXPORTER. ASSIST CANADIAN EXPORTERS TO ADJUST THEIR STRATEGIES.

MUTUAL TECHNOLOGY TRANSFER AND MARKETING OF RESULTS IN NORTH AMERICA BY CANADIAN PARTICIPANT.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 DIAGNOSTICS MARKET STUDY BIOTECH: INTRODUCE PRODUCT.

QUARTER: 2 STUDY EXPANDED TO INCLUDE THERAPEUTIC DRUGS AND SERVICES.

QUARTER: 3 FOLLOW-UP WITH LOCAL CONTACTS IN PHARMACEUTICALS & VETERINARY SECTORS. LINKED CANADIAN GROUPS WITH BELGIAN COUNTERPARTS IN FIELD OF PLANT BIOTECHNOLOGY.

QUARTER: 4 CONTINUE CONTACTS IN PHARMACEUTICAL & VETERINARY SECTORS. LINK CANADIAN GROUPS WITH BELGIAN COUNTERPARTS IN FIELD OF PLANT BIOTECHNOLOGY AND DIAGNOSTICS PREPARED FOR EXPOMED.

DIAGNOSTICS STUDY IN DRAFT FIRST SUCCESS WITH BIO-MEGA.

SUCCESS PENDING BETWEEN CONNAUGHTS LABS AND SOLVAY.

ESTABLISHED CONTACT BETWEEN 4 CDN PRODUCER OF COAGULATION REAGENTS & DIAGNOSTICS & LEADING BELGIAN FIRMS IN THIS SECTOR. ASSISTED QBC DEL IN DISCUSSIONS WITH SOLVAY ON IMPLEMENTATION OF COMMERCIAL B. T. FERMENTATION.

CONTACTS ESTABLISHED BETWEEN CDN & BELG. FIRMS ACTIVE IN BIOTECHNOLOGY (BIOMIRA/INNOGENETICS), IRB BIOCIDES NETWORK/SOLVAY, CONNAUGHT LABS/BIOGEN & PROV. OF ALBERTA/FLANDERS DISCUSSIONS ON COOP. IN BIOTECH FIELD.