

REPORT 4
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :340-AMMAN

014-EDUCATION, MEDICAL, HEALTH PROD
JORDAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

IMPLEMENTATION OF UNIV OF TORONTO/PALESTINE HOSPITAL NEUROLOGICAL CENTRE PROJECT. POTENTIAL EQUIPMENT SUPPLY AND SPECIALIZED SERVICE OPPORTUNITY IN PROJECT WITH READILY VISIBLE CDN ORIENTATION.

DETAILED MARKET ASSESSMENT OF POTENTIAL OPPORTUNITIES IN THE SUPPLY OF MEDICAL PHARMACEUTICALS, BIOLOGICAL REAGENTS AND OTHER SIMILAR PRODUCTS. SUCCESSFUL MARKET PENETRATION BY INCREASING NUMBER OF FIRMS MANUF BIOLOGICAL PRODUCTS IN CDA FOR EXPORT.

INITIATION OF CDN-SPONSORED ACTIVITIES IN RESPECT OF CURRICULUM DEVELOPMENT FOR THE AL-QUDS OPEN UNIVERSITY PROJECT; COORDINATED BY ACCC REGIONAL OFFICE IN AMMAN. PARTICIPATION IN AQOU PROJECT BY THREE CDN AGENCIES FOCUSSED UPON CURRICULUM DEVELOPMENT IN DISTANCE EDUCATION FIELD.

FOLLOW-UP TO JAN. 88 EDUCATIONAL SERVICES AND TRAINING MISSION TO JORDAN. DEFINITION OF SALES/PROJECT OPPORTUNITIES FOR FIRMS PARTICIPATING ON MISSION FOR IMPLEMENTATION BY END-1988.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Support for marketing efforts of Cdn suppliers of equip and services related to production of pharmaceutical capsules in Jordan. Original plant equip sourced from Cda. Award of contract to Technophar, Windsor Ont for supply of specialized equip/srvcs to Arab Centre for Pharmaceuticals/Chemicals. EDC financing in final stages of approval for transaction valued at approx. Cdn \$750,000.

QUARTER: 3 Kick-off of University of Toronto/Palestine Hospital project for Neurological Treatment Centre in Amman. Three Canadian health professionals now on staff at Palestine Hospital; Siemens CATSCAN now installed, Annual liaison visit by University of Toronto Faculty of Neurology representatives successfully concluded.

QUARTER: 4 Support efforts of Cdn private sector in pursuit of WB funded opportunities in Primary Healthcare Development. Signature of professional services agreement between Ministry of Health and Richmond Associates, supported by CIDA Inc., for assessment of 5 community health centres in Jordan. Richmond now well-positioned for share of larger WB project.