



is to be reached in June, a cooperation agreement signed in July, and the project to start in July/August 1993.

BRISTOL-MYERS SEES POTENTIAL IN EASTERN EUROPE

Bristol-Myers Squibb Co. knows more than most about the potential pitfalls and rewards of developing pharmaceutical markets in the former East Bloc. And despite the risks, Joachim von Roy, Munich-based president of Bristol-Myers Squibb Pharmaceutical Group in Europe, stated the company intends to persevere with its strategy of developing markets in Eastern Europe. The pharmaceutical company uses what it calls the "five pillars" of pharmaceutical market development to assess how best to structure its activities in each country in the region. These pillars are evidence of political stability, low inflation, the existence of a social security reimbursement fund, an ability to guarantee intellectual property rights and to develop an extensive distribution system. Finance is also a key question because even though drug prices in east Europe are rising gradually from the artificially low prices of the Communist era, which even local producers said did not let them make a profit, they are still well short of Western levels. The challenge for Western firms is to find ways of introducing products in line with the ability to pay. Generally this has been through licensing agreements and local production. Von Roy said that, following the Chernobyl nuclear disaster, there continues to be an urgent need in Ukraine and Belarus for anti-cancer drugs at prices people could afford. Bristol-Myers is looking at local production as a means of supplying these drugs.

UKRAINE'S MULTIPLE SCLEROSIS SOCIETY: A SPECIAL APPEAL

The Multiple Sclerosis (M.S.) Society of Canada, British Columbia Division, has issued an appeal for donations in support of Ukrainian M.S. Society to attend the 1993 International Conference of the International Federation of Multiple Sclerosis Societies (I.F.M.S.S.) to be held in Vancouver, B.C.

Multiple Sclerosis is a disease of the nervous system. It usually strikes people in the prime of their lives. It affects sight, coordination, speech, memory and the ability to walk. The cause is unknown and there is no cure.

M.S. Societies are non-profit organizations, which depend largely on donations as well as volunteers. The I.F.M.S.S. consists of these societies from 35 countries. The I.F.M.S.S. hold annual International Conferences which allow the societies to send their scientists, researchers, doctors and M.S. personnel to meet together to discuss new ideas and programs.

Ukraine is currently an associate member of the I.F.M.S.S. The 1992 International Conference of the I.F.M.S.S. was held in London, England in September 1992. The financial plight of the Ukrainian M.S. Society was such that they could not afford to send a delegate to represent them at the Conference.

The 1993 International Conference will be held in Canada, in Vancouver B.C.. It is timed to end the world "YEAR OF M.S." and is being held in conjunction with the WORLD CONGRESS OF NEUROLOGISTS (who only meet very four years).

The dramatic political changes and economic conditions in Ukraine have made significant upheavals in the peoples' lives and social structures. It will be a hardship on the Ukrainian M.S. Society to continue functioning. Their limited financial resources will not allow them to send a delegate to the Conference without financial assistance. The cost of one delegate from Ukraine's M.S. Society will be approximately \$3,200. These funds must be raised by June 1993.

If Ukraine is to keep up to the level of research of the developed countries they must attend these conferences. Please forward donations to:

M.S. International Conference Assistance Fund for the Ukrainian Delegation
M.S. Society of Canada (B.C. Division)
205 - 6125 Sussex Avenue
Burnaby, B.C. (V5H 4G1)
ATTN. Halina Wrotniak

Income tax receipts available on request.

CANADA'S TRADE FACILITATION OFFICE VISITS UKRAINE

May ... At the beginning of May, representatives of the Trade Facilitation Office Canada (TFOC) visited Kyiv to establish contact with agencies concerned with assisting Ukraine's exports to Canada. TFOC is a non-profit company established and funded by the Canadian Government to assist exporters in selling to Canada. Recently, the program was extended to Central and Eastern Europe, under a funding agreement with the Canadian Department of External Affairs and International Trade. Ukraine is expected to become an active participant.

TFOC receives and distributes enquiries from exporters in the participating countries, who are attempting to establish contacts in Canada. TFOC also organizes training seminars and sales, or buying missions for exporters, and provides advice on adapting products to the Canadian market.

Any established exporter in Ukraine with at least one year experience in selling to countries, who thinks that his or her company could compete in the Canadian market, is invited to write to TFOC, at the following address:

Denise Parnell
Trade Enquiry Manager
Trade Facilitation Office Canada
500-56 Sparks St.
Ottawa, Ontario, Canada K1P 5A9.
FAX: (613) 233-7860