

# BUSINESS OPPORTUNITIES

## Canadians Can Bid on Israeli Shalom Project

**ISRAEL** — Canadian companies will have an opportunity to tender for the supply of products and systems for what will be the largest project ever undertaken in the Middle East.

The **Shalom Project** (total value US\$400 million) includes three business skyscrapers — the tallest of which reaches a height of 180m. — and aims to become the leading shopping mall in Israel.

A Montreal company, Magil, and its local Israeli partner, Cemental Ltd. (a major local contractor), will build more than 300,000 sq.m., including a parking lot.

The **Shalom Project** is run by a single management company belonging to Canit Hashalom Investments Ltd. It soon will be issuing tenders — open to Canadian suppliers — for: air condi-

tioners, elevators & escalators, security systems, lighting (fluorescent bulbs), sanitary ware, and carpets.

Contact Menachem Einan,

General Director, Canit Hashalom Investments Ltd., 108 Yigal Alon St., Tel Aviv 67891; Tel: 972-3-5628868; Fax: 972-3-5628212.

## Israeli Telecommunications Representative at Your Service

Telecommunications technology companies seeking a profitable commercial relationship in Israel — where the telecommunications industry is thriving — have at their disposal a company that was formed with the sole purpose of representing the interests of foreign manufacturers in Israel.

MegaBit Technologies Ltd. is offering its services in telecommunications test equipment, new technology and, especially, in-country product mainte-

nance and support.

The company's close relationship with Bezeq, the Israeli PTT, enables it to guide its clients and to provide invaluable contacts within the PTT and with Israel's cellular companies.

MegaBit represents American, British and Italian companies and is interested in representing Canadian firms.

Contact Ruth Radnan-Skibin, MegaBit Technologies Ltd., Tel.: (972-9) 741-8784; Fax: (972-9) 742-2996.

# BUSINESS AGENDA

## Doing Business in Singapore and the Philippines

**VANCOUVER** — December 12-13, 1996 — Businesses with interests in the Philippines and Singapore will find an upcoming initiative a timely prelude to Prime Minister Jean Chrétien's January 1997 Team Canada Trade Mission to the Philippines, Thailand and Korea.

**Doing Business in Singapore and the Philippines** is the two-day, third module of the Southeast Asia Business Certificate Program, organized by the Asia Pacific Foundation of Canada, the British Columbia In-

titute for Studies in International Trade (BCISIT), and Industry Canada-International Trade Centre, Vancouver.

The first two modules of the program, held in the Spring and early Fall of 1996, attracted more than 50 companies and focused on Indonesia and Malaysia, and Thailand and Vietnam.

At the **Doing Business in Singapore and the Philippines** sessions, businesses will share their experiences of doing business there; participate in a workshop

on business culture and protocol in the region; and receive guidance on effective business negotiating.

The sessions will also shed light on trends and opportunities in the private sector and give pointers on establishing partnerships, joint ventures and distribution channels in the region.

"This is an educational tool, a place to make contacts, and a way to find out as quickly as possible how to do business there," says

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Doing Business*