

Israel is Treated to a Taste of Canada

Israel was treated to a "Taste of Canada" during a special event hosted by the Canadian Embassy on November 10, 1997. During the day-long extravaganza, the Israeli public, as well as business people, tourist operators and culinary journalists, were invited to experience a "tour" of Canada from coast to coast, with offerings of Canadian excellence in technology, manufacturing, cuisine and culture.

Designed to promote Canada as a tourist destination, a trading partner and a cultural mosaic, the event was inaugurated by a special dinner held at the Sheraton Tel Aviv the evening before. The five-course meal, featuring Canadian specialities, was prepared by one of Canada's leading Olympic-winning chefs, Theodore Reader, jointly with the Sheraton's executive chef Hans Lelie and his culinary team. Among the courses were Haida cedar-planked Atlantic salmon with fresh tender asparagus and roasted garlic aioli, followed by grilled President's Choice gourmet coffee-crusting Alberta beef tenderloin served with mashed potatoes, confit of root vegetables and a maple lager sauce.

One of Canada's leading quartets, Pride of Canada, rounded out the evening with a musical tribute to Canada.

During his dinner speech, Ambassador David Berger further whetted the appetites of the guests by sharing what was in store for them the next day.

What was in store was a smorgasbord of exhibits displaying the best of Canada's provinces and territories.

The Israeli guests were invited to view exhibits of Bombardier, Canadian Highways International and Nortel and to speak to representatives of TNN Networks and Teleglobe. They were treated to a viewing of the artistry of Haida carver Dick Bellis and Inuit sculptor Sam Pitsiulak. Oonaugh Enright of the Canadian Royal Mounted Police displayed full RCMP regalia from the saddle of a horse on loan from the Israeli police.

Close to 30 Canadian and Israeli companies and organizations sponsored the event, including the Sheraton Tel Aviv, Air Canada, and Greenberg's Supershuk with President's Choice International. The event inaugurated a month-long celebration of President's Choice international products at Greenberg's 20 stores throughout Israel.

As Ambassador Berger pointed out in his speech, Canadian-Israeli ties have strengthened in recent years, thanks in part to the implementation of the Canada-Israel Free Trade Agreement in January 1997. The agreement has already brought about a substantial increase in bilateral trade, with Canadian exports to Israel increasing by 55 per cent in 1997 over the previous year, to US\$294.5 million, while Canadian imports from Israel increased by 20 per cent to US\$151.6 million. During the same time, Israeli imports from its major trading partners, the United States and Europe, decreased.

The Embassy is confident that the "Taste of Canada" event succeeded in further whetting the appetites of Israelis for Canadian culture, products and tourist destinations.

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