

REPORT 4
88/10/21

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 :342-TEL AVIV

001-AGRI & FOOD PRODUCTS & SERVICE
ISRAEL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

- STUDY MARKET CHANNELS.
- SOURCING STUDY.
- INVENTORY OF TECHNOLOGY AVAILABLE IN ISRAEL FOR TECHNOLOGY INFLOW PROGRAM.

ANTICIPATED RESULTS:

- IDENTIFICATION OF BEST OPPORTUNITIES
- SELECTION OF EXHIBITORS AT AGRITECH.
- PREPARE FOR INCOMING MISSION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 -STUDY MARKET CHANNELS FOR IMPORTED AGRICULTURAL EQUIPMENT WITH VIEW TO EVENTUAL PARTICIPATION IN "AGRITECH '89".
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

- STUDY COMPLETED; INDICATES TECHNOLOGY TRANSFER MISSION PREFERABLE TO EXHIBIT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

RESULTS AND REACTION TO CONSUMER COMPANIES
CONSUMER REACTION TO PRODUCT DEMONSTRATIONS
CONSUMER REACTION TO PRODUCT DEMONSTRATIONS - IDENTIFY
THEY BROUGHT TO THE MARKET OTHER MARKETING AIDS
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