

Tips for Canadian Exporters

- **Know the market** before you get on the plane. Use the Canadian Embassy in Tel Aviv or the Department of Foreign Affairs and International Trade's InfoCentre in Ottawa. For general market information, visit the Canadian Embassy's Web site: <http://www.m-o-tek.com/embassy>; e-mail address: cdnembta@netvisi.on.net.il
- **Study sector opportunities.** Read the sector profiles available through the InfoCentre and other information sources listed on the Department's Web site, and then formulate your questions on the marketplace.
- **Be specific** in your marketing interests. Israel is a complex, highly sophisticated, and technologically advanced market. It is one of the highest users of the Internet; many of the new Internet technologies have been invented by Israelis. Do not be surprised if Israelis are eager to participate in joint ventures, particularly to develop opportunities in third-country markets in which they are well connected.
- **Understand the customer's traditions.** There is no such thing as "Kosher Pork" in Israel. Don't try to book meetings during the Jewish High Holidays (April/May and September/October). Businesses are rarely open on Fridays, and none are open on Saturdays (except for non-kosher restaurants).
- **Work with a local agent or representative.** In Israel, they are usually well connected and know who the key decision makers are.
- **Contact a Customs Broker.** To ascertain exact Customs rates for products entering Israel, your best contact is a customs broker. A list of brokers is available from the Israeli Federation of Forwarders & Customs Clearing Agents in Tel Aviv (Fax 011- 972-3-5619027), or from the Department's Web site.
- **Keep up with changes.** If, for example, you have been given a six-digit telephone number, you should know that it will shortly, if it hasn't already, become seven digits. For operator assistance in English in Israel, dial 144. Dialling the old number will usually give you the new one, first in Hebrew, then in English. The Canadian Embassy is moving mid-December. New Tel Aviv coordinates will appear in a future *CanadExport*.
- **Make Israeli contacts at international trade shows.** Israelis travel for business and for pleasure. Major European and U.S. trade shows attract Israeli exhibitors but, more importantly, also a great number of Israeli buyers. Signal that you welcome their enquiries, and "they will come."

Tips for Canadians Exporting to the West Bank and Gaza

While smaller, the West Bank and Gaza may be appropriate markets for your products or services.

- **Seek help from the Canadian Embassy in Tel Aviv, but do your homework.** The West Bank and Gaza can be a complicated business environment because of the evolving political, economic and legal situation. Check out a Palestinian agent for Gaza and the West Bank.
- **Take advantage of help available from Palestinian governmental and non-governmental organizations (NGOs).** The West Bank and Gaza have a well developed NGO network, which is increasingly working toward developing the Palestinian economy. The Canadian Embassy can set you in the right direction.
- **Remember the personal touch.** Arab culture places great importance on the relationship between individuals. Make the time and effort to get to know your business partner and family. Remember, this takes time.
- **Don't rely on paper.** Business in the West Bank and Gaza is done through people. Papers, brochures and faxes will go ignored if there is not a face behind them. Show yourself, and often.
- **Don't book meetings on Friday** — it's part of the weekend.
- **And finally, the Muslim version of 'kosher' is hallal.** And there is no such thing as hallal pork, either.