

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

016-INDUSTRIAL MACHIN,PLANTS,SERV.
ISRAEL

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	ANALYZE TOTAL IMPORTS THIS SUBSECTOR INTERMS OF CANADIAN CAPABILITY.	ESTABLISHED PRODUCT/SUPPLIER LIST.
	CONTACT POTENTIAL SUPPLIERS - ADVISE CURRENT MARKET VOLUME FOR THEIR PRODUCTS. SOLICIT INTEREST IN THIS MARKET. REQUEST CATALOGUES, BROCHURES, VCR TAPES, OTHER MARKETING AIDS.	BASIS FOR IN-DEPTH MARKET PROMOTIONAL ACTIVITY.
	CONTACT HEAD BUYERS, POTENTIAL AGENTS/DISTRIBUTORS - IDENTIFY CANADIAN SOURCES FOR SPECIFIC REQUIREMENTS. EVALUATE POTENTIAL REPS AND REPORT TO CANADIAN COMPANIES.	GREATER AWARENESS OF CANADIAN POTENTIAL NEW TRADE LINKS.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 SCHEDULE OF VISITS TO MAJOR IMPORTERS OF CAPITAL EQUIPMENT TO ASCERTAIN REQUIREMENTS FOR AND INTEREST IN CDN EQUIPMENT FINANCED BY DIRECT LOC FROM EDC.	VISITED (AND REPORTED) ISRAEL CHEMICALS, PETRO-CHEM ENTERPRISES, OIL REFINERIES LTD.,AND ISRAEL AMERICAN PAPER MILLS.
	QUARTER: 2 Formulate proposal for outgoing capital equipment mission, tentatively FY 89/90.	Determined requirement of major investment projects and reported.
	QUARTER: 3 Determine potential for exports of capital equipment arising from recently approved EDC LOC's.	Meetings held with purchasing organization to promote use of LOC's; identification of requirements for equipment.
	QUARTER: 4 -----	