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

016-INDUSTRIAL MACHIN, PLANTS, SERV.

ISRAEL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANALYZE TOTAL IMPORTS THIS SUBSECTOR INTERMS OF CANADIAN CAPABIL-

CONTACT POTENTIAL SUPPLIERS - ADVISE CURRENT MARKET VOLUME FOR THEIR PRODUCTS. SOLICIT INTEREST IN THIS MARKET. REQUEST CATALOG-UES, BROCHURES, VCR TAPES, OTHER MARKETING AIDS.

CONTACT HEAD BUYERS, POTENTIAL AGENTS/DISTRIBUTORS - IDENTIFY CANADIAN SOURCES FOR SPECIFIC REQUIREMENTS. EVALUATE POTENTIAL REPS AND REPORT TO CANADIAN COMPANIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 SCHEDULE OF VISITS TO MAJOR IMPORTERS OF CAPITAL EQUIPMENT TO ASCERTAIN REQUIREMENTS FOR AND IN-TEREST IN CDN EQUIPMENT FINANCED BY DIRECT LOC FROM EDC.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

VINAL VCITATITES (MDESIVKEN IN GOVELES

FROMAN OF TECHNOLOGY AVAILABLE IN TSHAEL FOR TECHNOLORY, INFLOW

EULACINE STUDY

BTUDY MADKET CHANNELS.

LANNING ACTIVITIES PROPOSED IN POST PLAN

ANTICIPATED RESULTS:

ESTABLISHED PRODUCT/SUPPLIER LIST.

BASIS FOR IN-DEPTH MARKET PROMOTIONAL ACTIVITY.

GREATER AWARENESS OF CANADIAN POTENTIAL NEW TRADE LINKS.

QUARTERLY RESULTS REPORTED:

VISITED (AND REPORTED) ISRAEL CHEMICALS, PETRO-CHEM ENTERPRISES, OIL REFINERIES LTD., AND ISRAEL AMERICAN PAPER MILLS.

PLASTON PREFERABLE TO EXHIBIT

ANTICIPATED RESULTS IDENTIFICATION OF RESULTS RELECTION OF EXHIBITORS AT ADDITEON PREPARE FOR INCOMING HIBBION

POWECASI OF VEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANTION PLAT