

REPT4D  
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

112

POST :342-TEL AVIV

SECTOR :016-INDUSTRIAL MACHIN,PLANTS,SERV.  
ISRAEL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:MANUFACT & MATERIAL PLANT,EQP.

CONTACT POTENTIAL SUPPLIERS -SOLICIT INTEREST IN THIS MARKET  
IMPROVEMENT OF MARKET PROMOTIONAL ACTIVITY

PROMOTION OF EDC FINANCING TO PURCHASING MANAGERS  
INCREASE AWARENESS OF CDM POTENTIAL

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Identify the recent changes in the purchasing decision making process of the three largest industrial concerns (CLAL,KOOR,I.C.L) ;Promote EDC financing for small and medium size investments in Canadian machinery ;Reassess potential agents

Close relationships developp with NEGEV PHOSPHAT ES LTD and with DEAD SEA WORKS LTD .An updated list of the new leading purchasing managers in the three Concerns has been realized ;A comprehensive mailing of EDC literature and follow up .

QUARTER: 2 -----

QUARTER: 3 RECENT VISIT OF EDC OFFICIALS TO ISRAEL HAS RE NEWED ISREALI INTEREST FOR CDM MADE INDUSTRIAL EQUIPMENT THIS DESPITE FIERCE COMPETITION FROM EUROPEAN SUPPLIERS

POST HOPES TO INCLUDE CDM MANUFACTURES OF INDUSTRIAL MACHINERY IN PLANNED MULTI SECTORIAL MISSION TO ISRAEL.

QUARTER: 4 POST SENT LETTERS TO 50 LEADING EXPORTERS OF CAPITAL GOODS INTRODUCING THEM TO IAI,ONE OF ISRAEL'S LARGEST HI TECH COMPANIES DESCRIBING OPPORTUNITIES FOR CANADIAN GOODS.

AWAITING RESULTS.