

Export and Investment Promotion Planning System

MISSION: 342 TEL AVIV

COUNTRY: 232 ISRAEL

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- No factors reported by mission

The Trade Office has recommended that a comprehensive market study of this sector (sub-sector) would enhance the knowledge of Canadian exporters to this market.

The Trade Office suggests that sourcing tools currently available to them have some limitations in particular:

- the adequacy of exporter information in Canadian Directories
- sourcing assistance from Canadian federal/provincial governments departments
- product/service information from Canadian companies

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: IDENTIFY MAIN IMPORT/DISTRIBUTION CHANNELS FOR HEALTH CARE PRODUCTS.

Results Expected: COMPILE AGENTS/DISTRIBUTORS LIST AND PRIORITIZE PRODUCTS ACCORDING TO MARKET AND NEEDS.

Activity: IDENTIFY CANADIAN SOURCES—PREPARATION FOR AND FOLLOW-UP OF MAJOR TRADE SHOW (MEDAX).

Results Expected: AGENCY AGREEMENTS, EXPORT SALES.

Activity: COMPLETE INVENTORY OF ISRAELI CAPABILITIES IN THIS SECTOR AND PROMOTE AND MATCH UP WITH CANADIAN EWQUESTS FOR TECHNOLOGY.

Results Expected: JOINT VENTURES/LICENSING ARRANGEMENTS.