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## V. *OPPORTUNITIES FOR CANADIAN EXPORTERS*

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Despite Israel's small size and population, it is an attractive market for exporters because imports per capita are quite high and are increasing. Israeli imports totalled US\$13 billion in 1988, with consumer goods accounting for 10.4 per cent, production inputs for 72.7 per cent, and capital goods for 16.6 per cent of gross imports.

As Israel becomes more and more developed, it requires greater quantities of production inputs and capital goods for its industries and economic infrastructure.

Major Canadian exports to Israel include sulphur, aluminium, chemical wood pulp, copper ores, zinc and parts of turbo-jets or turbo-propellers. The range of products currently being exported to Israel is fairly diversified, with opportunities to expand in areas such as cosmetics, building materials, biotechnology and environmental technologies and products.

### **Environment**

Israel has only recently become actively concerned about environmental issues. A new Ministry of the Environment was created in December 1988 to formulate environmental policies and to co-ordinate and monitor activities in this field. This has resulted in opportunities for products, services and technologies that provide practical solutions for Israel's environmental problems.

### **Privatization**

There is a government program for the privatization of many of Israel's leading government-owned companies (i.e., Israel Chemicals Limited, Oil Refineries Ltd., El Al Airlines, Israel Electric Corporation). This provides opportunities for the foreign investor who wishes to invest in Israel's major companies.

### **Immigration**

The major challenge facing the Israeli economy in the 1990s is the expected wave of immigration coming from