

Export and Investment Promotion Planning System

REPT: SYN-GEO 88/89 A. Post export program priorities

Region: MIDDLE EAST

Mission: 342 TEL AVIV

Market: 232 ISRAEL

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year:

1. 014 EDUCATION, MEDICAL, HEALTH PROD

REASONS: IMPORTS OF SPECIALIZED COST-CUTTING HEALTHCARE DEVICES IS GROWING RAPIDLY. CDA PARTICIPATING IN MEDAX MAY88. ISRAELI FIRMS WANT TO IMPORT TECHNOLOGY COMPONENTS FOR RE-EXPORT TO EC UNDER ISRAEL/EC TA.

2. 007 POWER & ENERGY EQUIP. & SERV.

REASONS: CDA SUPPLIED MAJOR COMPONENTS TO 3 CONSECUTIVE NEW THERMAL STATIONS DURING THE PAST 2 DECADES. AN OPPORTUNITY TO BID SOME CDN\$6.5M AUXILIARY EQUIP. WILL ARISE DURING 88/89. IN PAST YRS POST PROMOTIONAL

3. 003 GRAINS AND OILSEEDS

REASONS: PREVIOUS WORK HAS LED ISRAELI CRUSHERS TO POINT OF SWITCHING AWAY FROM SOY IN FAVOUR OF CANOLA. WE PLAN INCOMING MISSION IN 88.

4. 016 INDUSTRIAL MACHIN, PLANTS, SERV.

REASONS: LITTLE OR NO PROMOTION UNDERTAKEN IN PAST. POST WILL ATTEMPT TO INTRODUCE CANADIAN MACHINERY TO MARKET. FAIR PARTICIPATION PROPOSED.

5. 001 AGRI & FOOD PRODUCTS & SERVICE

REASONS: RAPID MECHANIZATION IN AG SECTOR LEADING TO RISING IMPORTS. DRYLAND TECHNIQUES SIMILAR TO PRAIRIES EMPLOYED. POST EMBARKING ON PROMOTION IN THIS SECTOR PROPOSING BUYING MISSION TO CDA IN 89.

The most important current Canadian export sectors to this market are (based on actual export sales):

1. 010 MINE, METAL, MINERAL PROD & SRV
2. 003 GRAINS AND OILSEEDS
3. 008 TRANSPORT SYS, EQUIP, COMP, SERV.
4. 009 FOREST PRODUCTS, EQUIP, SERVICES