

REPT40  
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

111

POST :342-TEL AVIV

SECTOR :007-POWER & ENERGY EQUIP. & SERV.  
ISRAEL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:THERMAL

IDENTIFY DETAILED REQUIREMENTS OF ISRAEL ELECTRIC CORP.  
ENABLE POST TO ADVISE COMPANIES ON IEC DETAILED SHOPPING

LIST AND ON IEC PROCUREMENT PRACTICES.

ASCERTAIN IEC FINANCING REQUIREMENTS AND PROMOTE EDC LINES  
MAINTAIN COMPETITIVE FINANCING ENVIRONMENT.

PROMOTE CDN CAPABILITY IN VIEW OF NEW THERMAL PLANT  
IMPROVE AWARENESS OF CDN EQUIPMENT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 A NEW POWER STATION (THERMAL) WILL BE BUILT IN THE EARLY '90S. OPPORTUNITIES FOR EQUIPMENT FOR EXISTING FACILITIES ARE ALSO GOOD. POST IS IN CONTACT WITH ELECTRIC CORPORATION AND INFORMS INTERESTED PARTIES OF OPPORTUNITIES ON A REGULAR BASIS.

HAVING SOLD LITTLE TO THE ISRAELI ELECTRIC CORPORATION RECENTLY POST HOPES TO REESTABLISH FORMER MARKET SHARE IN THIS SECTOR.

QUARTER: 4 New power station(thermal)will be built in the early 90's doubling capacity of Hadera station. Post is in close contact with Electric Corp. including recent visit to planned site.Opportunities for Canadian equipment are very good.

Having sold little to the Israel Electric Corp. recently post hopes to reestablish former market share in this sector.