

## **VIII. Middle East**

### **A. Country Profile: Israel**

#### **MARKET OVERVIEW:**

##### **Description**

The market is a growing market and the growth rate is 10-20% per year.

##### **Size of Market**

The market for packaging and labelling equipment is estimated to be US\$ 45 million per annum.

#### **MAJOR BUYERS:**

##### **Major Local Buyers**

Major local buyers include the food processing, pharmaceuticals and cosmetics industries.

##### **Major Types of Equipment**

Demand is strongest for the following types of equipment: filling lines, capping lines, sealing lines and labelling equipment.

##### **Key Factors in Purchasing Decisions**

The key factors in purchasing decisions are price, quality, innovation, maintenance and service.

#### **SOURCES OF SUPPLY:**

##### **Profiles of Local Manufacturers**

There are very few local suppliers in Israel as the market is relatively small and most equipment is tailor-made to meet the purchasing company's needs.

##### **Current Foreign Sources**

A wide variety of equipment is being imported to supply the broad range of local requirements. The list of foreign suppliers is very large. Some of the major suppliers are: 3M, Avery, Permapack, MAF, Bealonggi, Yamato, Ihisda and Woodman. Most of the imported equipment comes from Germany, Italy, Spain and Japan.

##### **Recent Imports/Exports**

This information is currently unavailable.

#### **BUSINESS ENVIRONMENT:**