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Israeli Embassy in Ottawa,
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The Canada-Israel Chamber of Commerce,
Toronto, Tel.: 416-961-7302; Fax: 416-961-0696

Israel Economic Mission, Toronto,
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Israel Economic Mission, Montreal,
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Canada Israel Industrial Research &
Development Foundation, Ottawa,
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IN ISRAEL (TEL AVIV)

The Canadian Embassy,
Tel.: 011-972-3-527-2929; Fax: 011-972-3-527-2231
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The Israel-Canada Chamber of Commerce,
Tel.: 011-972-3-620-2544; Fax: 011-972-3-620-2513

Israel Export Institute,
Tel.: 011-972-3-514-2830; Fax: 011-972-3-514-2902

Manufacturers Association of Israel,
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Federation of Israeli Chambers of Commerce,
Tel.: 011-972-3-563-1010; Fax: 011-972-3-561-9027

Israeli Customs Authority,
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The Israeli Federation of Forwarders & Customs
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Ministry of Finance, Jerusalem:
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Quebec Construction Firm in Israel – *Continued from page VIII*

saved him a substantial amount of money;

2) it shortened the time schedule by more than 10 months; and

3) it provided the client with a high quality product based mainly on Canadian knowledge, expertise and material.

More words to the wise

Magil's golden rule for doing business abroad is to engage a reliable local partner.

"This is an absolute must," he repeats, "if you want to plug in to the local administration and local contacts."

Gutstadt also points out that Magil is the only international construction company in Israel. The reason is simple.

"It is a very difficult and sophisticated market to penetrate," he says, "but it can be done if you have a good local presence."

Although Magil did not get wind of the project directly from the Canadian Embassy in Tel Aviv — but from the developer of the project who also happens to be from Montreal — Gutstadt received a helping hand from both the Canadian Ambassador and the Commercial Section of the Canadian Embassy in Israel.

"They gave us good moral support," he says, "and arranged for some useful public relations."

In some of the other countries where Magil is active or pursuing projects — China, Brazil, Chile, Romania — Canadian Trade Com-

missioners do alert the company to upcoming tenders of interest.

Promoting Canadian products

The 50-year old company — specializing in high-rise buildings — is using all materials from Canada for the Shalom Centre project, in addition to some 35 Canadian engineers and superintendents on site.

"We are designing all the construction and executing systems," says Gutstadt, "which is creating jobs for many more Canadians."

For more information on Magil or the Shalom Center, contact company President and COO Joseph Gutstadt. Tel.: (514) 737-9988. Fax: (514) 737-3315.