

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TFI AVIV

Market: ISRAEL

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Limited appreciation/understanding of distribution system

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: GENERATE WIDE RANGE OF CONTACTS WITH MAJOR AGENTS/DISTRIBUT.
Expected Results: UPDATED INFORMATION ON MAJOR OPPORTUNITIES.

Activity: PROMOTE AVAILABILITY OF FDC FINANCING.
Expected Results: GET ACCESS TO MAJOR PROJECTS.

Activity: GENERATE INTEREST IN ISRAELI MARKET IN CDN SUPPLIERS
Expected Results: MORE AGGRESSIVE PRESENCE OF CDN COMPANIES IN THE RELEVANT MARKET.