

REPT4D
90/01/23

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

POST :342-TEL AVIV

016-INDUSTRIAL MACHIN,PLANTS,SERV.
ISRAEL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MANUFACT & MATERIAL PLANT,EQP.

CONTACT POTENTIAL SUPPLIERS -SOLICIT INTEREST IN THIS MARKET
IMPROVEMENT OF MARKET PROMOTIONAL ACTIVITY

PROMOTION OF EDC FINANCING TO PURCHASING MANAGERS
INCREASE AWARENESS OF CDN POTENTIAL

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Identify the recent changes in the purchasing
decision making process of the three largest ind
ustrial concerns (CLAL,KOOR,I.C.L) ;Promote EDC
financing for small and medium size investments
in Canadian machinery ;Reassess potential agents

Close relationships developp with NEGEV PHOSPHAT
ES LTD and with DEAD SEA WORKS LTD .An updated
list of the new leading purchasing managers in
the three Concerns has been realized ;A comprehe
nsive mailing of EDC litterature and follow up .

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----