REPORT 4 89/05/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 88 FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST :342-TEL AVIV

007-POWER & ENERGY EQUIP. & SERV. ISRAEL

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ASCERTAIN WHICH OF 76 COMPANIES SUBMITTED AS SUPPLIERS OF 30 PRO- ENABLES POST TO ALERT COMPANIES, PROVIDE IN-DUCT GROUPS WILL BE INVITED TO BID ON ESTIMATED C\$65M AUXILIARY FORMATION ON UTILITY PROCUREMENT PRACTICES, EQUIPMENT FOR NEW POWER STATION.

UTILITY WILL SOLICIT LOAN FROM EDC IN SEGMENTS AS BIDDING PRO- ENABLE OPTIMUM FLEXIBILITY IN LOAN CONDITIONS GRESSES. POST WILL PROVIDE FREQUENT UPDATE TO EDC.

WORK WITH KEY AGENTS/UTILITY PERSONNEL TO IDENTIFY ADDITIONAL OP-PORTUNITIES FOR CDA. CURRENT 30 PRODUCTS BASED ON PREVIOUS CDN SUPPLY. THERE ARE SOME 500 ITEMS TO BE PURCHASED.

ANTICIPATED RESULTS:

MONITOR RESPONSES & REACTIONS OF CLIENT.

DURING THE PROCUREMENT PHASE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ADVERTISE FORTHCOMING TENDER FOR COAL-FIRED STATION AND ASSIST CDN FIRM TO GET ON SHORTLIST.

QUARTER: 2 Established comprehensive list of Israeli firms importing energy related equipment.

QUARTER: 3 Obtain from Israel Electric list of ancillary equipment required for next power station, but not already committed under US ex-Im LOC.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

CIPS, WITH ONTARIO HYDRO, WAS SHORTLISTED AND HAS SUBMITTED PROPOSAL. POST HAS LOBBIED AT MINISTRY AND AT ALL LEVELS WITHIN ELECTRICITY AUTHORITY.

Following June International Energy Conference comprehensive list compiled and direct contacts with importers established.

8 visits to IEC; obtained list of 38 items which could be sources in Canada. Advised Cdn suppliers to register/qualify as suppliers.