

REPT4D
90/06/26

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

110

POST :342-TEL AVIV

SECTOR :008-TRANSPORT SYS,EQUIP,COMP,SERV.
ISRAEL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

I.D. DECISION MAKERS AT ISRAEL PORTS/RAILWAYS AUTH. ... ISRAEL
ESTABLISH DETAILED BUYERS LIST OF RAILWAY EQUIPMENT IN

CONTACT POTENTIAL SUPPLIERS, SOLICIT INTEREST FOR THIS MKT
ESTABLISH DETAILED SUPPLIER LIST

EVALUATE POTENTIAL AGENTS
IMPROVE AWARENESS OF CDN POTENTIAL, GENERATE NEW DIRECT
RELATION BETWEEN CDN SUPPLIERS & ISRAELI BUYERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 RAIL : Preselect the six most appropriate potential agents to represent the Canadian companies interested in the railway development project , promote EDC financing available for the project.
AEROSPACE :Support marketing of CANADAIR,DEHAVIL

BOMBARDIER and U.T.D.C have recived a detailed report on the railway project . BOMBARDIER is preparing a visit to Israel to finalyse agency contract and meet with IPRA . Information has been gathered on the French competition activities

QUARTER: 2 -----

QUARTER: 3 RAIL: PORTS AND RAILWAY AUTHORITY SHOULD ANNOUNCE OPENING OF TENDERS IN NEAR FUTURE. POST IS WORKING WITH BOMBARDIER.

POST IS ENCOURAGING BOMBARDIER TO INVITE KEY DECISION MAKERS TO CANADA AS SOON AS POSSIBLE. AS WELL POST IS ADVIZING BOMBARDIER ON POTENTIAL AGENTS.

QUARTER: 4 -----