

News From Tel Aviv

Oil and Gas Sector Opportunities are Looking Good

The Embassy reports growing opportunities in Israel for Canadian **equipment and services exporters in the oil and gas sector.**

An Israeli delegation, including senior executives of oil prospecting firms and an official from the Ministry of Energy, attended the National Petroleum Show (NPS) in Calgary for the first time this year. There is a "mini-boom" in the Israeli oil industry, with a number of private-sector exploration firms involved in large-scale drilling and prospecting throughout Israel.

This delegation was the first significant exposure of the Israeli market to Canadian exporters. We already know of one large export sale by an Edmonton firm that resulted directly from the NPS mission, and we are hopeful that there will be more! The Embassy is planning further promotional activities in this sector in the coming months. We encourage Canadian business people visiting the Middle East to add Israel to their itineraries; the Embassy will be glad to put you in touch with the local oil and gas industry.

The new **Canada-Israel Industrial Research & Development Fund** (CIIRD-F) encourages R & D cooperation between the private sectors of both countries. In Ottawa, contact (tel. 613-724-1284; fax. 613-724-1134). Innovative proposals are welcome! The Embassy (fax: 011-972-3 527-2333) can assist interested Canadian firms to identify suitable R & D partners in Israel.

The Embassy monitors business opportunities in the **West Bank and Gaza Strip**, especially those in projects under development with World Bank or other international funding. We are organizing a delegation of Palestinian decision-makers to visit Canada, both pri-

vate-and public-sector, in fields relating to infrastructure development (construction, telecommunications, municipal infrastructure). The timing of this mission to Canada is not confirmed, but should be late this autumn or early spring.

Corner the Market — from page II

Further information can be obtained from your nearest EDC Office.

Canada Trade Office Open for Business

The Canadian government's Trade Office in Johannesburg is now fully staffed and at the service of Canadian companies. The team of Canadian Trade Commissioners and locally-engaged Commercial Officers is able to:

- Assess local market prospects for Canadian goods and services;
- Identify potential business partners; and
- Provide advice on local business practices.

The Trade Office can be reached at:
 Canadian High Commission - Trade Office
 10 Arnold Street, 1st Floor.
 P.O Box 1394, Parklands, 2121,
 Johannesburg, South Africa
 Tel.: (27 11) 442-3130
 Fax: (27 11) 442-3325

A Formula for Success

Some tips from Canadian companies that are successfully exporting to South Africa:

- 1) *Don't have unrealistic expectations.*
 - South Africa has a highly developed economy.
 - South Africans are experienced traders with strong global links.
 - Foreign competition is strong.
- 2) *Make regular visits to the market. Plan your trips in advance.*
- 3) *Be prepared to work with a local representative.*
- 4) *Consult the Canada Trade Office. Remember to keep the staff informed of your progress.*
- 5) *Finally, don't be discouraged if business success isn't immediate. Perseverance is paying off for a growing number of Canadian companies.*