

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TEI AVIV

Market: ISRAEL

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- Performance of local agent or representative

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONTACT POTENTIAL SUPPLIERS - SOLICIT INTEREST IN THIS MARKET
 Expected Results: IMPROVEMENT OF MARKET PROMOTIONAL ACTIVITY

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

Activity: PROMOTION OF FDC FINANCING TO PURCHASING MANAGERS
 Expected Results: INCREASE AWARENESS OF CDN POTENTIAL