

## Export and Investment Promotion Planning System

MISSION: 342 TEL AVIV

COUNTRY: 232 ISRAEL

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- non competitive pricing
- non competitive financing from Canada

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- the availability of competitive Canadian financing

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

Activity: ASCERTAIN WHICH OF 76 COMPANIES SUBMITTED AS SUPPLIERS OF 30 PRODUCT GROUPS WILL BE INVITED TO BID ON ESTIMATED CA\$65M AUXILIARY EQUIPMENT FOR NEW POWER STATION.

Results Expected: ENEBLES POST TO ALERT COMPANIES, PROVIDE INFORMATION ON UTILITY PROCUREMENT PRACTICES, MONITOR RESPONSES AND REACTIONS OF CLIENT.

Activity: UTILITY WILL SOLICIT US\$50M LOAN FROM EDC IN SEGMENTS AS BIDDING PROGRESSES. POST WILL PROVIDE FREQUENT UPDATE TO EDC ON WIN/LOSE CRITERIA WHEN AVAILABLE.

Results Expected: ENABLE OPTIMUM FLEXIBILITY IN LOAN CONDITIONS DURING THE PROCUREMENT PHASE.

Activity: WORK WITH KEY AGENTS/UTILITY PERSONNEL TO IDENTIFY ADDITIONAL OPPORTUNITIES FOR CANADA. CURRENT 30 PRODUCTS BASED ON PREVIOUS CANADIAN SUPPLY. THERE ARE SOME 500 ITEMS TO BE PURCHASED.

Results Expected: EXPAND PARAMETERS OF PROJECT.