

## Special Hotel Rate for Canadian Exporters

The Canadian Embassy has negotiated a special rate for Canadian exporters (registered in Canada's WIN EXPORTS database) with Tel Aviv's Ramada Continental.

You must reserve accommodation directly with the Ramada.

To reserve, please fax (011-972-3-527-2231), e-mail or write the Commercial Section of the Canadian Embassy to request a hotel reservation form.

The Embassy will then fax you a copy of the form

that must be sent to the Ramada Continental.

The Preferred Room Rate includes breakfast and the 15 per cent service charge. You must clearly state on the form: date of arrival; date of departure; type of room (standard or club); number of people (single or double); and a credit card number for debiting the first night's fee as a deposit. The hotel accepts all major credit cards.

Other major hotels in Tel Aviv include the recently renovated Hilton and Moriah, the Sheraton, the Carlton and the Crowne Plaza Holiday Inn. Their rates vary.

## TRADE FAIRS IN TEL AVIV FOR 1997

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packaging systems, which also includes exhibits of raw materials and equipment for cardboard, printed shelf packaging systems, labels and labelling accessories, printing equipment, cooling and heat control systems, elevators, robots, and plastic recycling.

**Contact :** The Israel Trade Fairs & Convention Center, P.O. Box 21075, Tel Aviv  
**Tel.:** 972-3-646-2442 **Fax:** 972-3-646-2233

**MODERN LIVING '97 – August 20 - 30.** This is an annual international exhibition of interior decoration, home and garden furniture, also featuring electrical appliances, sports and health

items, kitchen and household products.

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**F I S '97 – November 3 - 6.** This is an annual international exhibition on computers and office supplies and equipment. Several conferences will be held concurrently on related topics to all professionals in this field.

**Contact:** I.I. Stier Group Ltd., 28 Hayetzira St., Ramat Gan 52521

**Tel.:** 972-3-751-6422 **Fax:** 972-3-751-6635

## Air Canada Spreads Its Wings to Israel

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### Synergy key

Air Canada's first and foremost goal is to promote Canada as a tourist destination — thanks to its close relationship with the Canadian Embassy in Israel, the Canadian Tourism Commission and Canada's tourism partners.

In Israel, Air Canada works hand in hand with the Gatmor Company in developing its sales and marketing.

This synergy — which also includes close contact with the Israel Government Tourist Office in Toronto — has produced some impressive results: the number of Israeli visitors to Canada increased some 23 per cent last year, to just over 69,000.

The trend continues in 1996, with over 100,000 visitors expected by the end of this year.

With an office in East Jerusalem, Air Canada is also successfully encouraging travel by members of the Palestinian community.

For more information on the airline or its services to and from Israel, contact Air Canada General Sales Manager, Robert Boulert, in London. Tel.: 011-44-181-750-8411. Fax: 011-181-564-7644.