

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

POST :342-TEL AVIV

016-INDUSTRIAL MACHIN, PLANTS, SERV.
ISRAEL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MANUFACT & MATERIAL PLANT, EQP.

CONTACT POTENTIAL SUPPLIERS - SOLICIT INTEREST IN THIS MARKET
IMPROVEMENT OF MARKET PROMOTIONAL ACTIVITY

PROMOTION OF EDC FINANCING TO PURCHASING MANAGERS
INCREASE AWARENESS OF CDN POTENTIAL

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Identify the recent changes in the purchasing decision making process of the three largest industrial concerns (CLAL, KOOR, I.C.L) ; Promote EDC financing for small and medium size investments in Canadian machinery ; Reassess potential agents

Close relationships develop with NEGEV PHOSPHATES LTD and with DEAD SEA WORKS LTD . An updated list of the new leading purchasing managers in the three Concerns has been realized ; A comprehensive mailing of EDC literature and follow up .

QUARTER: 2 -----

QUARTER: 3 RECENT VISIT OF EDC OFFICIALS TO ISRAEL HAS REVEALED ISRAELI INTEREST FOR CDN MADE INDUSTRIAL EQUIPMENT THIS DESPITE FIERCE COMPETITION FROM EUROPEAN SUPPLIERS

POST HOPES TO INCLUDE CDN MANUFACTURERS OF INDUSTRIAL MACHINERY IN PLANNED MULTI SECTORIAL MISSION TO ISRAEL.

QUARTER: 4 -----