

New Canada-Israel Agreement**Governments Move To Promote R&D Partnerships**

In March 1994, the Canadian and Israeli governments signed an agreement to set up a joint R&D foundation.

This exciting development, officially called the Canada-Israel Industrial Research and Development Foundation, or CIIRD-F for short, was a result of negotiations between the Chief Scientist's office of Industry Canada (IC) and his counterpart's office at the Israeli Ministry of Industry and Trade.

Israel already has over 30 simi-

lar bilateral R&D agreements with other countries, but for Canada this is a first. According to Alexander Petrov of IC, this is a pilot project in several ways.

"It is hoped it will help to achieve a better balance in Canada's relationship with Israel which is presently skewed on the political/cultural side and weak on the economic side." (Total bilateral trade is about C\$250 million per year.)

Petrov also noted that Canada might wish to apply this approach

to other countries, if the venture proves successful. He called Israel a "surprisingly fertile source of new technologies".

Indeed, Israel is very advanced in R&D in many scientific and industrial fields, having the seventh highest investment in R&D from among the 24 industrialized countries of the Organization for Economic Cooperation and Development.

Each government has committed C\$1 million per year to CIIRD-F. A company from either country wishing to receive a grant will need to identify a partner from the other country. Both partners must have proven R&D capabilities, and they must work out the conditions of their joint R&D on their own. The objective of the CIIRD-F is to **commercialize** the resulting new technologies/innovations — not just to develop them.

IC will set up a database of about 200 high-tech Canadian companies interested in pursuing R&D relationships with Israeli firms, and will make it available to the Canadian Embassy in Tel Aviv. The Commercial Section of the Embassy already has its own extensive files on many Israeli entities looking for Canadian partners.

Both countries look forward receiving many applications under the CIIRD-F and anticipate that fruitful R&D — with commercial applications — will result.

Contact the Commercial Section, Canadian Embassy, Tel Aviv, Israel. Fax: 011-972-3-527-2333.

BUSINESS AGENDA

Toronto — July 18 and 25, 1994 — Import/Export and Mail Order is the subject of these three-hour public workshops sponsored by the Canadian Small Business Institute. On July 20 and 27 the subject will be **How to Start Your Own Business**. Call (416) 512-2009 or fax (416) 512-6376.

Montreal — September 12-16, 1994 — Second Global Conference: Building a Sustainable World Through Tourism is expected to attract 1,500 persons from 80 countries and will feature 200 "success stories" representing the current state of the art in sustainable tourism development. Among the 15 internationally prominent speakers will be Maurice Strong, Secretary General of the UN Conference on Environment and Development, and

Robert Burns, Chairman, World Travel and Tourism Council. The conference, organized by the International Institute for Peace Through Tourism (IIPT), will serve to launch Tourism as the World's Peace Industry. Contact IIPT Second Global Conference, 3680 rue de la Montagne, Montreal H3G 2A8. Tel.: (514) 281-1822. Fax: (514) 848-1099.

Ottawa-Hull — September 20, 1994 — The Federal Business Development Bank (FBDB) is offering a two-month (45 hours) Strategic Planning Program specifically aimed at Ottawa-Hull area companies wanting to enter or expand their export markets. Contact Douglas L. Marshall, Manager, Business Counselling, FBDB, Ottawa. Tel.: (613) 995-5068. Fax: (613) 995-9045.

InfoCentre

InfoCentre (formerly InfoExport) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoCentre (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

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