

REPT4D  
90/06/26

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

109

POST :342-TEL AVIV

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
ISRAEL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR: AGRICULTURE MACH, EQUIP, TOOLS

CONDUCT MARKET RESEARCH OF IMPORT POTENTIAL  
ASSIST IN DEFINING MARKET NEEDS

SEMINAR ON DAIRY CATTLE GENETICS (MAY 1989)  
PROMOTE JOINT VENTURES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Promotional activities for Agritech 89 will be resumed towards end of 89 as exhibition is postponed to March 90.

Regular promotional activities for grains seeds, agricultural implements continued. Visit of large Canadian contingent of seed exporters used for promotional activities. PEMD visit to promote Canadian turkey stock.

QUARTER: 2 PROMOTION OF GRAINS/OILSEEDS

DUE TO LIBERALIZATION IN OILSEEDS MARKET, INTEREST IN CANOLA WAS REVIVED. RE-ACTIVATED PREVIOUS MARKET CONTACTS FOR GRAINS/OILSEEDS.

ANNUAL SURVEY - COARSE GRAINS/OILSEEDS 1988-89

PREPARATION OF ANNUAL SURVEY -

QUARTER: 3 PROMOTIONAL ACTIVITIES FOR AGRITECH '90

RESUMED PROMOTIONAL ACTIVITIES FOR AGRITECH 90 WHICH WAS POSTPONED TO MARCH 90. PREPARED SECTORIAL REPORTS AND BEGAN INITIAL RECRUITMENT. PREPARED ANNUAL SURVEY QUESTIONNAIRE FOR WHEAT, COARSE GRAINST, OILSEEDS.

QUARTER: 4

RECRUITMENT ACTIVITIES FOR AGRITECH'90  
NEGOTIATIONS WITH EXHIBITION ORGANIZERS.  
SETTING UP OF BOOTH.

ITINERARIES COMPLETED FOR CANADIAN DELEGATION TO AGRITECH'90 (11 VISITORS). AGRITECH PROVIDED MARKET EXPOSURE FOR CANADIAN COS WHO CHOSE TO PARTICIPATE AS WELL AS CREATING MOMENTUM FOR TECHNOLOGY TRANSFER ACTIVITIES.