

RPTCI

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TEL AVIV

Market: ISRAEL

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Unsuitable product
- Limited appreciation/understanding of distribution system
- Market prospects have not been adequately explored
- BUY BACK DEMANDS.
- IMPORT LICENSING

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: CONDUCT MARKET RESEARCH OF IMPORT POTENTIAL
 Expected Results: ASSIST IN DEFINING MARKET NEEDS

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: CANADA FOOD WEEK (OCT. 1989)
 Expected Results: PROMOTE CAN FOOD PRODUCTS

Activity: AGRITECH '89
 Expected Results: RAISE AWARENESS OF AVAILABLE LOCAL TECHNOLOGY AND MARKET POTENTIAL

Activity: AG CDA INFO BOOTH AT AGRITECH '89
 Expected Results: PROMOTE JOINT VENTURES AND HELP RAISE AWARENESS OF CDA AS POTENTIAL SUPPLIER

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

Activity: SEMINAR ON DAIRY CATTLE GENETICS (MAY 1989)
 Expected Results: PROMOTE JOINT VENTURES