

Export and Investment Promotion Planning System

MISSION: 342 TEL AVIV

COUNTRY: 232 ISRAEL

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market
- strong sectoral capability in Canada
- the availability of competitive Canadian financing

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

Activity: FOLLOW-UP ON OUTGOING CANOLA MISSION (MARCH 87) AND PREPARE INCOMING FOR 88/89.

Results Expected: INITIALE SALE OF CANOLA (SEEDS AND MEAL) ON TRIAL BASIS.

Activity: CONTINUED REPRESENTATIONS WITH GOVERNMENT TRADE ADMINISTRATION AND INDUSTRIAL COOPERATION AUTHORITY.

Results Expected: PREVENT RECURRENCE OF BARTER ISSUE.