

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

SECTOR :005-ADVANCED TECH. PROD. & SERV
ISRAEL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

GENERATE WIDE RANGE OF CONTACTS WITH MAJOR AGENTS/DISTRIBUT.
UPDATED INFORMATION ON MAJOR OPPORTUNITIES.

PROMOTE AVAILABILITY OF EDC FINANCING.
GET ACCESS TO MAJOR PROJECTS.

GENERATE INTEREST IN ISRAELI MARKET IN CDN SUPPLIERS MARKET.
MORE AGGRESSIVE PRESENCE OF CDN COMPANIES IN THE RELEVANT

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Identify new potential markets offered by the National telephone company, especially in the framework of the "DIGITALISATION" P.C.M program for the exchange centers. Identify new opportunities in Telecommunications software.

Several meetings and technical discussions were held with BEZEK management. Investments priorities, technical requirements, and financing requests are ascertained in details. A general mailing of relevant literature has been done.

QUARTER: 2 -----

QUARTER: 3 IDENTIFY OPPORTUNITIES FOR CDN PRODUCTS IN THE FIELD OF TELECOMMUNICATIONS AND ENVIRONMENT PROTECTION.

POST HOPES TO ORGANISE A OUTGOING MISSION TO ISRAEL FOR ENVIRONMENT PROTECTION TO BE FOLLOWED BY A SEMINAR.

QUARTER: 4 IDENTIFY OPPORTUNITIES FOR CANADIAN COMPANIES IN ENVIRONMENT PRODUCTS AND SERVICES. COMPLETE ENVIRONMENT PRODUCTS/SERVICES MARKET OPPORTUNITIES SURVEY.

PROMOTION OF GLOBE'90 - INTERNATIONAL CONFERENCE VANCOUVER MARCH'90.
POST PLANS TO ORGANIZE AN OUTGOING MISSION NEXT FALL TO PROMOTE ENVIRONMENTAL PRODUCTS/SERVICES TO BE FOLLOWED BY SEMINAR.