

REPORT 4
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :342-TEL AVIV

001-AGRI & FOOD PRODUCTS & SERVICE
ISRAEL

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	STUDY MARKET CHANNELS.	IDENTIFICATION OF BEST OPPORTUNITIES
	SOURCING STUDY.	SELECTION OF EXHIBITORS AT AGRITECH.
	INVENTORY OF TECHNOLOGY AVAILABLE IN ISRAEL FOR TECHNOLOGY INFLOW PROGRAM.	PREPARE FOR INCOMING MISSION.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 -STUDY MARKET CHANNELS FOR IMPORTED AGRICULTURAL EQUIPMENT WITH VIEW TO EVENTUAL PARTICIPATION IN "AGRITECH'89".	- STUDY COMPLETED; INDICATES TECHNOLOGY TRANSFER MISSION PREFERABLE TO EXHIBIT.
	QUARTER: 2 Preparatory work for Agritech 89. Finalize investigation of oilseeds market.	Continuing study of appropriate technologies available and import requirements in preparation for Agritech 89. No market at present in view of subsidized European imports.
	QUARTER: 3 Preliminary preparations for Agritech '89; definition of participation, sector analysis.	Series of visits to ag-based Israeli firms to assess market for Cdn products, matches for technology transfer. National budget allocated.
	QUARTER: 4 Preparations for participation in Agritech '89	Visits to local industry to ascertain potential. Initial recruitment in Canada Intervention with Veterinary Services on behalf of Canadian exporter.