

## ASK A TRADE COMMISSIONER — Continued from page 3

es Zeisler. "It is almost akin to becoming part of a family.

"Business people there," she adds, are interested in developing a long-term business relationship and personal relationship."

How do you find a buyer in Israel?

"It is quite simple," she says: "whoever exports from Israel is likely to be the same person just as keen to import. Business-people there are very international, though very casual."

This does not mean that Canadian entrepreneurs will have it easy in Israel.

"Competition is very stiff,"

Zeisler warns, "because US and European competitors have benefitted from enhanced market access with Israel for years before Canada.

"However," she points out, "we are the new kid on the block, and Israelis just love to try new things."

This advice also goes for Palestinian businesses in Gaza and the West Bank which, Zeisler recommends, should definitely be part of a Canadian business trip in that region.

"Besides, she adds, "one way Canadians can contribute to the Peace Process is by building the

type of long-term business relationships that promote economic stability in the area.

"When you are invited to do business in Israel, Gaza or the West Bank," Zeisler points out, "it's a very warm invitation that is not extended lightly. It may take a little more time," she adds, "but it can be a wonderful journey."

Adding one last piece of advice: "Do lunch. It is not part of doing business, but it is part of becoming one of the family."

For more information on trade opportunities in Israel, please consult the supplement on Israel included in this issue.

## BUSINESS AGENDA

### Doing Business in Singapore and the Philippines

Continued from page 7

Sue Hooper, Director of Business Programs for the Asia Pacific Foundation of Canada.

The Southeast Asia region is important, now and in the future, to Canadian and B.C. exporters. Program organizers say the ASEAN region is an "exploding market". With the formation, in January 2003, of a new ASEAN Free Trade Area (AFTA), the region will offer a combined market of 350 million consumers.

Space for the **Doing Business in Singapore and the Philippines** sessions is limited. Those

interested in participating should contact — **before December 12, 1996** — the British Columbia

Institute for Studies in International Trade (BCISIT). Tel.: (604) 844-3198.

### U.S. Labels Workshop in Quebec

**MONTREAL** — December 10, 1996; **QUEBEC CITY** — December 13, 1996 — The Quebec Agri-Food Export Club is offering an intensive half-day workshop on **preparation of labels for the United States**. The program will deal with such issues as: compliance with U.S. regulations; mastering the various stages; checking labels, and meeting professionals employed by exporting firms.

For further information or registration, contact Jocelyne Alix, Quebec Agri-Food Export Club, Tel.: (514) 349-1521; Fax: (514) 349-6923.



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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