

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: TFI AVIV

Market: ISRAEL

Factors for Canadian exports not reaching market potential:

- Restrictive standards
- Lack of promotion and advertising
- Market prospects have not been adequately explored
- UCI EUROPEAN
- STANDARDS
- NEW OPPORT. APPEARED DUE TO REORGAN
- OF THE ISRAEL PORTS/RAILWAY AUTH.

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

Activity: DRIF EXPERT AND PRIVATE SECTOR COMPANIES OUTGOING MISSION  
Expected Results: INCREASE AWARENESS OF CDN. CAPABILITIES AND PROMOTE EDC FINANCING

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

Activity: I.D. DECISION MAKERS AT ISRAEL PORTS/RAILWAYS AUTH. ...  
Expected Results: ESTABLISH DETAILED BUYERS LIST OF RAILWAY EQUIPMENT IN ISRAEL

Activity: CONTACT POTENTIAL SUPPLIERS. SOLICIT INTEREST FOR THIS MKT  
Expected Results: ESTABLISH DETAILED SUPPLIER LIST

Activity: EVALUATE POTENTIAL AGENTS  
Expected Results: IMPROVE AWARENESS OF CDN POTENTIAL. GENERATE NEW DIRECT RELATION BETWEEN CDN SUPPLIERS & ISRAELI BUYERS.