

REPORT 4
7/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

PAGE : 79

POST : 342-TEL AVIV

005-COMM. & INFORM. EQP. & SERV
ISRAEL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

- INVESTIGATE APPLICATION OF MRP SYSTEM TO I.D. CARDS FOR LARGE EMPLOYERS.
- IDENTIFY OTHER MARKET OPPORTUNITIES FOR ELECTRONICS EQUIPMENT.
- IDENTIFY CATV OPERATORS AS GOVERNMENT FRANCHISES AWARDED DURING 1987.
- INVESTIGATE POTENTIAL FOR CONSULTING SERVICES FOR INSTALLATION TECHNIQUES AND OPERATING PROCEDURES AND ADVISE CANADIAN SUPPLIERS

ANTICIPATED RESULTS:

- EXPANSION OF MARKET POTENTIAL. INTRODUCE SYSTEM TO LARGE CORP.
- DEVELOP NEW MARKETS FOR CANADIAN PRODUCTS.
- IDENTIFICATION OF POTENTIAL BUYERS AND MARKET POTENTIAL.
- EXPAND MARKET BEYOND SUPPLY OF HARDWARE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

QUARTERLY RESULTS REPORTED: