

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

016-INDUSTRIAL MACHIN, PLANTS, SERV.
ISRAEL

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANALYZE TOTAL IMPORTS THIS SUBSECTOR INTERMS OF CANADIAN CAPABILITY.

ESTABLISHED PRODUCT/SUPPLIER LIST.

CONTACT POTENTIAL SUPPLIERS - ADVISE CURRENT MARKET VOLUME FOR THEIR PRODUCTS. SOLICIT INTEREST IN THIS MARKET. REQUEST CATALOGUES, BROCHURES, VCR TAPES, OTHER MARKETING AIDS.

BASIS FOR IN-DEPTH MARKET PROMOTIONAL ACTIVITY.

CONTACT HEAD BUYERS, POTENTIAL AGENTS/DISTRIBUTORS - IDENTIFY CANADIAN SOURCES FOR SPECIFIC REQUIREMENTS. EVALUATE POTENTIAL REPS AND REPORT TO CANADIAN COMPANIES.

GREATER AWARENESS OF CANADIAN POTENTIAL NEW TRADE LINKS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SCHEDULE OF VISITS TO MAJOR IMPORTERS OF CAPITAL EQUIPMENT TO ASCERTAIN REQUIREMENTS FOR AND INTEREST IN CDN EQUIPMENT FINANCED BY DIRECT LOC FROM EDC.

VISITED (AND REPORTED) ISRAEL CHEMICALS, PETRO-CHEM ENTERPRISES, OIL REFINERIES LTD., AND ISRAEL AMERICAN PAPER MILLS.

QUARTER: 2 Formulate proposal for outgoing capital equipment mission, tentatively FY 89/90.

Determined requirement of major investment projects and reported.

QUARTER: 3 Determine potential for exports of capital equipment arising from recently approved EDC LOC's.

Meetings held with purchasing organization to promote use of LOC's; identification of requirements for equipment.

QUARTER: 4 Promote EDC financing to purchasing managers of the two major industrial concerns.

Meetings have been held with Israel Chemicals Industries subsidiaries. Requirements for material handling equipment have been identified.