

SUCCESS STORIES

Air Canada Spreads Its Wings to Israel

Based on a solid market assessment and some good support from the Canadian Embassy in Tel Aviv, Air Canada's exclusive flights to Israel are soaring from one success to another.

What started out in June 1995 as two flights per week on a 201-seater Boeing 767-300 jet progressed the following summer to four flights per week.

The snowball effect continues.

This winter will again see a doubling of capacity as the airline adds a third frequency. "From December, we will be moving to the 284-seater Airbus A340, giving us an additional 83 seats per flight," says Air Canada General Sales Manager, Robert Boulert.

Roadmap to success

As the only Canadian airline offering direct non-stop flights from Canada to Israel, Air Canada studied carefully the market to assess the need, before launching this new service.

"Israel's El Al was the only carrier to fly directly to Canada," says Boulert, "so we knew that we had a good chance to enter the market if the needs assessment confirmed this, as it eventually did."

The Canadian airline also received invaluable help from the Canadian Embassy in Tel Aviv where airline officials made numerous calls, consulting also with the Canada-Israel Tourism Commission.

"From the Ambassador all the way to the Commercial Section," adds Boulert, "we received some extremely useful support and advice."

Another reason for the soaring

success, according to Boulert, is Air Canada's superior service, particularly with Executive First, "a business class second to none".

Flight attendants on the 12-hour flight (13-hour return), in a

completely smoke-free environment, are conversant in Canada's two official languages — and in Hebrew and Arabic.

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Air Canada*

Quebec Construction Firm in Charge of Largest Building Project in Israel

Specializing in large buildings — its most recent achievements in Montreal include the new Molson Centre and the IBM Marathon Building — Magil Construction Canada Inc. has been setting its sights over the last few years on foreign markets, including Israel.

That's where the Montreal-based company has won its latest contract for the more than 350,000 sq. m. Shalom Center megaproject in Tel Aviv.

Not only is this the largest private commercial building project ever constructed in Israel, but it is also the largest in the Middle East and the third largest in the world.

Magil is due to complete the structure by October 1997, with the total project — to include three residential/commercial towers, a shopping centre and underground parking lot — slated for opening in April 1999.

How did Magil win the contract in the first place?

Be flexible and innovative
Tenders for the overall US\$250 million project were issued in September 1995 and submitted two months later by Magil — together with four other international-Israeli joint venture competitors.

"We submitted two bids," recalls Magil President and COO Joseph Gutstadt: "one responding to the client's design calling for a steel structure; and another one, proposing a redesigned concrete structure."

The second one won the day for three basic reasons:

1) it provided the client with a cost-effective product and

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