

RPT82

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 EXPORT PROMOTION PRIORITIES

Mission: TEL AVIV

Country: ISRAEL

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reasons:

1. ADVANCED TECH. PROD. & SERV.
ELECTRONICS: RAPIDLY GROWING SECTOR IN ISRAEL: MARKET FOR COMPONENTS. CABLE TV PROJECT BEING IMPLEMENTED. PTT HAS ADOPTED CON STANDARDS. REMOTE SENSING FIELD EXPANDING. INCREASED USE OF PROCESS CONTROLS/ INSTRUMENTATION IN MANUFACTURING INDUSTRY.
2. AGRI & FOOD PRODUCTS & SERVICE
TWO MAJOR PROMOTIONAL EVENTS WILL OCCUR: A) "AGRITECH 89" AND B) CANADA/ISRAEL FOOD WEEK (10/89). VENUES FOR A) AGRICULTURAL MACHINERY. FARM IMPLEMENTS. LIVESTOCK EQUIPMENT/SERVICES. AND B) SPECIALIZED FOOD ITEMS.
3. TRANSPORT SYS. EQUIP. COMP. SERV.
TWO PROJECTS: A) PASSENGER-COMMUTER RAILWAY FOR TEL AVIV AREA. B) ISRAEL CHEMICAL INDUSTRIES REQUIREMENT FOR ORE CARRIERS AND RELATED EQUIPMENT.
4. POWER & ENERGY EQUIP. & SERV.
PLANS IN PLACE FOR NEW THERMAL GENERATION PLANTS: 2X550 MW TO BE COMMISSIONED 1997. INCLUDES ANCILLARY EQUIPMENT. COAL HANDLING EQUIPMENT. TRANSMISSION. FOLLOWING VISIT TO COA BY TOP ISRAELI ELECTRIC OFFICIALS INTEREST IN CON SOURCES IS HIGH.
5. INDUSTRIAL MACHIN. PLANTS. SERV.
EDC LINES OF CREDIT IN PLACE AT TWO LARGEST INDUSTRIAL GROUPS IN ISRAEL.

The most important current Canadian export sectors to this market are (based on actual export sales):

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| 1. CHEM PROD & PETROCHEM. EQP. SERV | 4. TRANSPORT SYS. EQUIP. COMP. SERV. |
| 2. FOREST PRODUCTS. EQUIP. SERVICES | 5. AGRI & FOOD PRODUCTS & SERVICE |
| 3. MINF. METAL. MINERAL PROD & SRV | |