

Export and Investment Promotion Planning System

MISSION: 342 TEL AVIV

COUNTRY: 232 ISRAEL

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- other factor(s) described by the Trade Office as follows:

ALTHOUGH LIMITED, SUB-SECTOR CAPABILITY HAS NOT BEEN FULLY CONSIDERED PRIMARILY BECAUSE OF LONG STANDING IMAGE OF CANADA AS SUPPLIERS OF RAW MATERIALS, PRODUCTION INPUTS.

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- competitive export pricing for this market
- the availability of competitive Canadian financing

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

Activity: ANALYZE TOTAL IMPORTS THIS SUBSECTOR INTERMS OF CANADIAN CAPABILITY.

Results Expected: ESTABLISHED PRODUCT/SUPPLIER LIST.

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

Results Expected: BASIS FOR IN-DEPTH MARKET PROMOTIONAL ACTIVITY.

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

Results Expected: GREATER AWARENESS OF CANADIAN POTENTIAL NEW TRADE LINKS.