

Main Services



Export Promotion:

- Business meetings
- Delegations
- Visits of buyers
- International exhibitions

Export Support:

- Lectures and courses
- Consulting services
- Information services;
 - Economic
 - Business
 - Market research
 - Identifying agents and distributors



The Global Financial Crisis

– *Our response*



The plan



- **Goal:** Promoting and strengthening Israeli exporters in order to deal with the global financial crisis
- **Action in 5 axes:**
 1. Exposure of technological export industries to new markets by operating local consulting firms
 2. Promoting exporters of consumer goods in traditional markets
 3. Assisting exporters in attending International exhibitions
 4. Promoting Israeli project companies participation in International projects
 5. Supplying practical tools for the Israeli exporters, such as: locating agents and distributors, establishing various courses for vocational training, business Data

Emerging markets



- **Exposing israeli companies to 3 emerging markets:**



- **Why - China, India & Brazil ?**
 - High business potential – Huge markets
 - High growth rates
 - A wide range of business opportunities
 - Growing needs for advanced technologies and upgraded infrastructure

Emerging markets model



- Using local **consulting companies**
- Preparing preliminary **market researches**
- Identifying **potential business opportunities** and **business partners** for future cooperation
- Connecting **government officials** and business partners, relevant agents and distributors
- Setting high-quality **business meetings** (B2B)
- Learning the **local business culture** at the new markets
- **Follow - up** and professional guidance throughout the entire activity



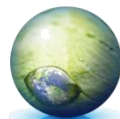
HLS



Life
sciences



Electronics



Alternative
energy & water
economy



Automotive



Software



Communications

Traditional markets



- **Activities in traditional markets (Consumer products): USA, countries in the EU**



International exhibitions



- Participation in chosen and exclusive international exhibitions
- Actions we undertook:
 - **Marketing activities** - before, during and after the exhibitions (blogs, mini-sites, social - media)
 - **Planning the meetings** with the relevant partners
 - **Upgrading the design** of the pavillion



practical tools



Business Information/ DATA :

- **Unique program for identifying relevant agents and distributors**
- **Variety of courses:**
 - Learning doing business in the emerging markets
 - Training on export and international trade expertises
- **Business Competitive Intelligence Services –**
 - Tailor - made Information
 - surveys and market researches



Internet :

- **Web-Store management by shop brokers**
- **Supplying all services until the delivery to the final customer**

Your Key to Israel's Industry...
Your Key to success...



**The Israel Export & International
Cooperation Institute**



Time for your questions and comments



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