

BACKGROUND

The Economic Mission of Israel mandate is to promote trade, investment opportunities and joint ventures between Canadian and Israeli companies. The activities encompass all of Canada and are conducted through the Mission's offices in Toronto and Montreal. The Trade Commissioner is based in the Toronto office and oversees the activities of the Economic Mission across Canada.

Jonathan Levy, Consul for Economic Affairs & Trade Commission with the Government of Israel had planned to be in Calgary and wanted to meet with local companies working in the area of water management; he wanted to promote WATEC, a trade show and conference in Israel as well as begin to build relationships with Calgary companies.

GOAL/OBJECTIVES

The goal was to contact the leading companies working in water management and set up a full day of meetings as well as a visit to the City of Calgary Water Centre (the award winning offices that house our all our water related employees). The purpose of these meetings was to illustrate that Alberta provides exciting opportunities for Israeli companies and to encourage Mr. Levy to expand to Western Canada, specifically Calgary.

TESTIMONIAL

"Through the assistance of CED and its staff, we have been able to make positive connections with the Alberta business community. In the coming months, we look forward to further working with CED as we begin the establishment of an office where the Israel Economic Mission Western Canada consultant will be based."

- Jonathan Levy, Consul for Economic Affairs & Trade Commission with the Government of Israel

STRATEGY & IMPLEMENTATION

Working closely with the City of Calgary, meetings were set up for September 15, 2009 and Jonathan Levy spent the day in Calgary meeting with industry leaders from various local companies in water management to discuss possible synergies between Alberta and Israeli companies. Mr. Levy also took part in an excursion to the water centre.

OUTCOMES

Mr. Levy was extremely pleased with the outcome of the meetings and as a result an Israeli Trade Office is being set up in Calgary.

- One job was created at time of article (currently looking to hire for the position)
- This will be the first tenant in the Global Business Centre
- The day of meetings illustrated the potential for trade and collaboration between Calgary and Israel
- Mr. Levy planned a return trip on December 2, 2009 to visit additional Calgary companies in the Renewable Energy sector as organized by Calgary Economic Development.

CONTACT DETAILS



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