



**Foreign Trade
Administration**
MINISTRY OF ECONOMY



State of Israel

The Economic Mission Responsibilities and Roles



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Commercial Mission Network

The Ministry of Economy through The Foreign Trade Administration operates a network of 41 commercial attachés

The attachés are posted in locations where there is a significant trade volume and the potential for expansion is high

The commercial attachés are part of Israel's foreign service and located mainly in the embassies

The appointment is made by a committee at the Civil Service Commission



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Deployment of the Attachés



***In recent years, the deployment changes in light of Israeli exports challenges and global trade trends while shifting personnel to developing countries.**



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Commercial Mission Roles

The attachés have many and diverse roles in micro and macro fields with the aim to improve Israel export:

Export and trade promotion-

- **Providing assistance to exporters regarding market penetration, identifying customers, agents and distributors.**
- **Organization of events, incoming/outgoing delegation , national pavilions at exhibitions and seminars.**
- **Detailed guidance of companies at the beginning of the activity in the target country, providing assistance in with regulation in target markets, cultural differences and so on.**



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Encouraging Investment

- **Investment encouragement and providing access to foreign capital to companies and Israeli businessmen.**
- **Identifying potential strategic partners in the target countries for the benefit of international activity.**

Treatment and promotion of international trade agreements

- **Providing information on trade agreements between Israel and the country of destination and/or multilateral agreements.**
- **Initiation of international agreements to increase the competitiveness of Israeli industry in foreign markets**



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Locating and creating business opportunities

- **Monitoring and mapping projects, national projects and business opportunities in the destination country.**
- **Current economic reviews of the destination country.**

Strengthening relations with international organizations

- **In many developing countries operate international organizations (including the World Bank, IMF, etc.) leading capital-intensive projects. The economic missions operate to strengthen relations with these organizations and help Israeli companies participate in these significant projects.**



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Trade barriers treatment

- **As part of global trade regimes of products and services, there are growing obligations of countries, including Israel, to maintain certain trade rules. The economic missions will handle complaints relating to non-tariff trade barriers such as standards, regulations, logistics and more.**

Economic information

- **Branding Israel as an innovative (START-UP NATION) offering out of the box thinking and breakthrough technologies. Virtues that make Israel a country worth investing in.**



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Cooperation in the field of industrial R & D

- **Promotion of joint projects of industrial research and development with foreign companies as means of making IP accessible for Israeli industry and as a business development tool and penetration new markets.**
- **Holding Israeli technology days with international giant companies**
- **Promotion of industrial R & D projects as part of the international agreements array of the Chief Scientist in the Ministry of Economy.**



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