

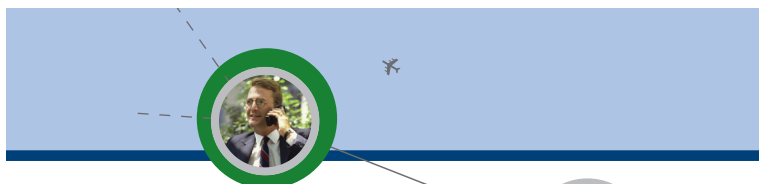


משרד התעשייה המסחר והתעסוקה
מינהל סחר חוץ

הנספחים המסחריים של ישראל בעולם



אפריל 2007



Check List בפנייה לנספח המסחרי

יצואנים נכבדים,

על מנת לייעל את השירות שניתן ליצואנים ע"י הנספחים המסחריים, רצ"ב רשימת הפרטים אותם יש לכלול בפניית היצואן לנספח. ניתן לפנות אל הנספחויות המסחריות בעולם, הן באופן מקוון, באמצעות פורטל הנספחויות המסחריות שכתובתו מופיעה בחוברת והן ע"י פנייה בדוא"ל, בפקס או במכתב.

יש לכלול בפנייה, את הפרטים הבאים:

✓ פרטים מזהים של החברה:

- שם החברה ואיש הקשר
- כתובת (כולל כתובת אתר ברשת)
- טלפון, פקס, דואר אלקטרוני

✓ פרופיל החברה:

- דפי מידע על החברה, תחום עיסוקה ומוצריה
- פרופיל החברה בשפה האנגלית

✓ פירוט אופי הבקשה

- יש לציין:
- באיזה סוג מידע חברתך מעוניינת
- באיזה סוג שט"פ חברתך מעוניינת:
 - סוכן מקומי
 - יבואן בלעדי
 - גורם מקומי לייצור משותף
 - פתיחת נציגויות וכו'

✓ אפיון הגורם המקומי

יש לציין האפיונים כגון: תחומי עיסוק הנדרשים מהגורם המקומי (הנדסה, טכנולוגיה, שיווק). אם מדובר ביבואן יש לציין אם מעוניינים במידע על יבואן של מוצרים משלימים או מתחרים וכן האפיון הנדרש לגבי הפריסה (גורם בעל נוכחות ארצית או מקומית).

✓ נוכחות קודמת בשוק

יש למסור מידע מפורט על קשרים ונוכחות קודמים בשוק. לא אחת קורה שהנספח מנסה לעניין חברה מסוימת בשוק המקומי והוא למד שהחברה הזרה כבר מייצגת או ייצגה בעבר את החברה הישראלית. חובה לכלול בפנייה מידע על קשרים בעבר על מנת למנוע אי נעימות ופניה חוזרת לאותם גורמים.

✓ משלוח הפנייה

אם מדובר בפנייה ראשונית לנספח מומלץ לגבות אותה במשלוח קטלוגים או ברושורים ובכל מידע מסייע נוסף.

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