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From Israel



“Did you know that Tim Tams are kosher? It’s true! Believe it or not, but the Aussie icon chocolate biscuit is one of Australia’s newest exports to Israel.”

According to Mr Guy Elan, of import-export company Guild Enterprises, about 700,000 packets of Tim Tams a year have been sold in Israel for the past four years, at 15 shekels (A\$4.70) a pop.

“We ship them straight from the Arnotts’ factory in Sydney,” he said. As Mr Elan explained “many young Israelis come to Australia after finishing their national service to study or relax, and they have developed a taste for the Tim Tam and spread the word back in Israel.”

Although originally Guild Enterprises were only able to sell Tim Tams in non-kosher retail outlets, Mr Elan worked closely with Rabbi Moshe Gutnick in Sydney to sell into kosher supermarkets and department stores. According to Mr Elan, this was a major breakthrough. “Non-kosher outlets only accounted for 15 per cent of Israel’s market. But now that Tim Tams are kosher we have been able to expand our brand all over the country. And with Israelis being such perfectionists, there’s also instructions in Hebrew on how to eat them the Australian way – we call it the Tim Tam suck!” he said.

So do Australia’s trading links with Israel rest with the mighty Tim Tam?

Not so, according to Eric Goldberg of Austrade Tel Aviv. “Australia sells

a range of products to Israel, from education to kosher food and wine, and a range of knowledge-based exports like biotechnology and medical technologies and related services,” she said. “Israel’s a small country, but there’s always plenty of innovation and opportunities for investment, and Australia is always very well regarded here,” he adds.

In fact, Australia’s historical ties to Israel have played an important role in developing trading ties between the two countries. When the Jewish state was established in 1948 – 56 years ago – the announcement was made in a broad Australian accent to the newly created United Nations first President Dr. H.V. Evatt, who was a strong advocate for the new country.

Australia also became a strong supporter of Israel economically and has remained so to this day. The strong Australia-Israeli people links in the commercial world is testament to this relationship. Despite Israel being a small economy, Austrade research shows that there are over 500 Australian businesses

exporting to Israel, which makes it the third highest exporter destination in the Middle East region. The importance of Israel in terms of exporter numbers is in part due to the active role played by the Australian-Israel Chamber of Commerce (AICC), which is regarded by many international business professionals to be the best chamber of commerce in Australia.

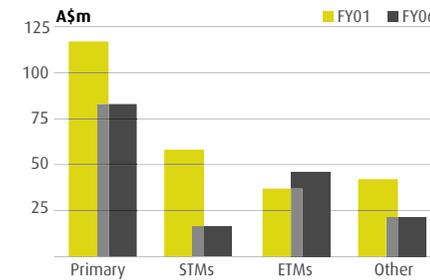
Let’s hope the iconic Tim Tam can spur more trade and business between Sydney and Tel Aviv.

Tim Harcourt is chief economist at Austrade and author of *Beyond Our Shores* [www.austrade.gov.au/economistscorner](http://www.austrade.gov.au/economistscorner)

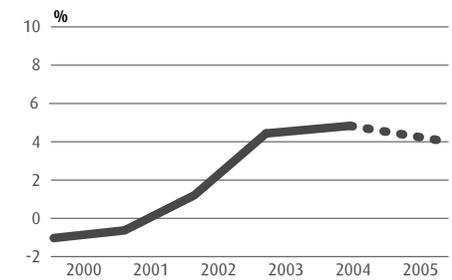
### General Information

|               |  |
|---------------|--|
| Capital       | Tel Aviv                               |
| Surface area  | 22 thousand sq km                      |
| Population    | 6.7 million (2005)                     |
| Exchange rate | A\$1 = 3.3285 New Sheqalim (July 2006) |

### Australia's merchandise export with Israel



### Real GDP Growth



### Australia's Trade Relationship with Israel

#### MAJOR AUSTRALIAN EXPORTS 2005-06 (A\$m)

|                                     |    |
|-------------------------------------|----|
| Coal                                | 46 |
| Live animals                        | 33 |
| Pearls and gems                     | 11 |
| Flat-rolled products of alloy steel | 5  |

Compiled by the Market Information and Analysis Section, DFAT [www.dfat.gov.au/geo/](http://www.dfat.gov.au/geo/)

#### For general export enquiries contact:

Tel: 13 28 78 (Australia only)  
Web: [www.austrade.gov.au](http://www.austrade.gov.au)  
Email: [info@austrade.gov.au](mailto:info@austrade.gov.au)

#### For specific enquiries relating to Israel contact:

Trade Consultant Tel Aviv  
Europe House  
37 Shaul Hamelech Blvd 4th Floor  
Tel Aviv

Tel: (972 3) 693 5020  
Fax: (972 3) 693 5003