

EUROMED INVEST

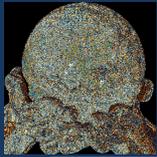


Collaboration with Israel
Exploring links to Israel's dynamic innovation scene
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COLLABORATION WITH ISRAEL



EXPLORING LINKS TO ISRAEL'S DYNAMIC INNOVATION SCENE

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Technion Society of the Netherlands
Manager, Kurtz Marketing & Management

High-Profile Acquisitions



WAZE

June 2013 → Google acquired the navigation and traffic report app **Waze** for \$1.1bn.

- Waze product development team remains in Israel.
- **Synergy:** enhancing Google Maps with Waze's traffic update features, and improving Waze with Google's search capabilities.



Serial Entrepreneurs

August 2013 → Waze co-founder Uri Levine has raised \$3 million for crowd sourcing financial intelligence company FeeX Ltd.

High-Profile Acquisitions



GIVEN IMAGING

December 2013 → Covidien buys Given Imaging for \$860m

- Given Imaging provides a technology platforms for visualizing, diagnosing and monitoring the digestive system → PillCam.



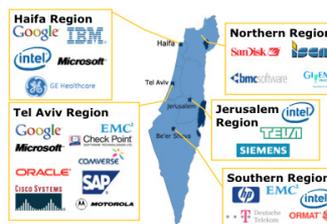
So What Makes Israel so Interesting?



Quick facts

- World's second largest community of high-tech start-ups (following Silicon Valley);
- Per capita, Israel is the leading country in the world in terms of number of scientists, technicians, and engineers;
- Most high-tech multinationals have an R&D center in Israel;
- Small internal market dictates international orientation.

R&D Centers in Israel



The Innovation Ecosystem



“Science and technology are the route to world peace and prosperity”.

Professor Dan Shechtman – Nobel prize winner

The Innovation Ecosystem

Technology



Finance

Human Capital

Finance



- Government initiatives include:
 - Financial support for start up's from the Office of the Chief Scientist
 - Network of 24 technological incubators
 - 12 annual consortia for generic R&D addressed to stimulating the cooperation between industry and academia.
- Strong presence of venture capital firms
 - Attracted by major acquisitions and IPO's



Human Capital



Israel has excellent human resources:

- Highly educated workforce
- A multilingual population with cultural, historic, and business ties to almost every other nation
- People dare to challenge the status quo



For example:

- Jewish Diaspora and Immigration from the former Soviet Union of highly skilled individuals and assimilation into the local high-tech industry (1990-2000)
- Trained young soldiers within the defense sector, who also acquire a team spirit and a goal-oriented mentality.

Technology



Israel has world-class educational institutions:

- Research is performed at each of Israel's universities and specialized research institutes.
- Strong collaboration between universities and the industrial sector, which helps to translate academic research to real-world applications

"Thanks to quality education, Israel is one of the most advanced countries in the world. Israel is advancing in high-tech even more than other developed countries"

Bill Gates, CEO, Microsoft

Technion: the Engine Behind Israel's Innovativeness



Led by Technion graduates, Israel has over time built an innovation ecosystem that creates about a thousand start-ups a year

- Founded in 1912 in Haifa, **Technion** offers degrees in science and engineering, and related fields such as architecture, medicine, industrial management and education.
- **Synergy between Medicine and Technology** leads to important breakthroughs, made possible by a **multidisciplinary environment**.



International recognition:

- In 2011: **Technion-Cornell Innovation Institute (JTCII)** in New York.
- In 2013: **Technion Guangdong Institute of Technology (TGIT)** in China.

The Nobel Legacy



Technion Nobel Prize Laureates

- **Prof. Aaron Ciechanover** (2004)
- **Prof. Avram Hershko** (2004)
- **Prof. Dan Shechtman** (2011)
- **Prof. Arieh Warshel**, (Technion graduate, 2013 Nobel Prize Winner).



Technion Innovations



Technion's Technology Transfer (T³) Office:

- By creating optimal alliances between scientists, industry and investors, T³ enables the smooth transfer of technologies to the commercial sector.



Technion and alumni's generated innovations:

- Memory sticks **USB flash drive (M-systems, acquired by Sandisk)**;
- **Argo ReWalk**, the robotic suit that enables paraplegics to walk, drive and run marathons;
- MR guided Focused Ultrasound technology (**Insightec**);
- **Azilect** for treating early-stage Parkinson's (Technion Faculty of Medicine and Teva Pharmaceuticals).



The Secret Sauce According to Prof. Shechtman



"The secret sauce of the Israeli high-tech industry is the lack of fear of authority"

Professor Dan Shechtman

Start-Up Nation

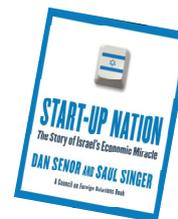


According to the authors of "Start-up Nation", much of Israel's high-tech success can be attributed to "**Chutzpah**", the willingness to challenge anything (and anyone).



Innovation is the result of the interactions among several factors, such as:

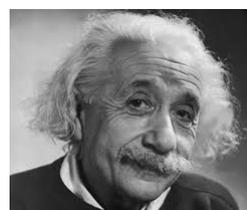
- Questioning authority
- Entrepreneurial spirit
- Not fearing failure
- Pragmatic industrial policy
- Educated workers with interdisciplinary skills



Technion Society of the Netherlands



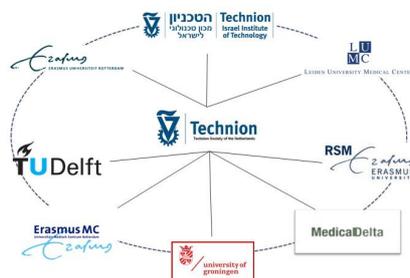
The mission of the Technion Society of the Netherlands is “to promote the Technion in the Dutch scientific, industrial and economic community and to stimulate innovation in the Netherlands by fostering collaborative R&D links between Dutch and Israeli research centers and universities”



Technion Society of the Netherlands



- Academic collaborations



- Industrial collaborations

Connecting to the Israeli eco-system



- Encourage and support academic collaborations
- Create bilateral funds at a governmental level
- Collaborate through the Horizon 2020 program
- Organize focused trade missions for specific sectors

Questions?



Personal background

- Working at **Kurtz Marketing & Management** for over 10 years supporting collaborations between the **Israeli and European high-tech and life sciences** industries.
- Helping **companies** to enter new markets, establish partnerships and acquire key-customers.
- Assisting **European regions** in connecting to the Israeli high-tech eco-system.
- Since 2008 involved in supporting the **Technion Society of the Netherlands**.

Thank you



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