

## ***Press Release***



*Israel Trade  
Commission*

*Top Australian Telecom Companies looking for Technology Innovation in Israel.  
Dozens of meeting have been scheduled between Australian and Israeli Companies at  
MW2010 - the world leading IT and telecommunication exhibition to be held in  
Barcelona Spain 15-18/02/2010*

With the world slowly emerging from the Global Financial Crisis and the rapid expansion of the Mobile industry, the world leading IT exhibition “[Mobile World 2010](#)” (MW 2010) will be bigger than ever.

With main stream reforms occurring in the Australian Telecommunication Industry, the National Broadband Network (NBN) taking shape in Australia, and the Federal Government has made it clear that the NBN will assist with the onset of IPTV, as well as other digital application such as e-health, e-gov and e-learning there will be a lot of new technology at MW 2010 that will be extremely relevant to any Australian company who sit in the ITC space.

This year Israel will be present at MW 2010 with [largest ever Israeli Pavilion](#) (more 1200 sq meters) consisting of over [70 exhibiting companies](#) which have solutions in all areas of the telecommunication sector, from handsets, to infrastructure, and IPTV to 4G networks.

Meetings have already been scheduled between Australia’s largest telecommunication companies, including carriers and large system integrators with leading Israeli Technology providers. With so many Israeli companies exhibiting, there will be innovative solutions for all areas of interest.

MW 2010 will be attended by two Israeli Government ministers, Mr. Benyamin Ben Eliezer, minister of Industry, Trade and Labour and Mr. Moshe Kahlon, Minister of Communications. There is an opportunity for Australian press to meet with these ministers to have a better understanding of the Israeli Mobile industry. Also in attendance and possible to meet with is Mr. Ami Harel, Chairmen of CellCom (the Largest Israeli cellular operator) and Chairmen of the Israeli Export institute (The parallel organization to AusTrade in Israel).

Israeli companies have always been at the forefront of the global Communications industry. 60 years of innovation in civilian and military applications have resulted in the emergence of several world renowned communication powerhouses in Israel, along with hundreds of smaller tech companies and over 1,000 active Israeli communications start-ups.

To view the Catalogue of exhibiting Israeli Companies, please [click here](#).

To view the Official Israeli Pavilion's website, please [click here](#).

For more information about Israel@MW2010, please contact Richard Vesely from the Israel Trade Commission in Sydney on (02) 9388 0382 or [richard.vesely@israeltrade.org.au](mailto:richard.vesely@israeltrade.org.au).

If you would like to meet with some of the most innovative telecommunication companies in the world, and see what is on the horizon for the Australian industry, be in contact with The Israel Trade Commission we would be happy to organize one on one meetings for you with Israel's most innovative telecommunication companies.

### Highlights of the Israeli Telecom Sector

- Of the approximately 2,000 Israeli start-up companies in 2007, 50% were in Communications.
- Communications exports in 2007 accounts for 23% of Israel's Hi-Tech exports and 8% of the country's total exports.
- The number of employees in the communication industry was 15,000 in 2007.
- Over half of the 120 foreign R&D centers operating in Israel develop Communications technologies, including multinationals such as Cisco, IBM, HP, Intel, Microsoft, Google and Yahoo!
- Motorola Israel's (MIL) R&D centers have produced major breakthroughs in the field of mobile and cellular communications and pioneered the world's first car phone. MIL completed the construction of a new R&D center in northern Israel in 2007 and currently employs over 3,000 people in its 4 Israeli plants.
- Intel Israel employs 7,000 workers in 4 R&D and 2 Manufacturing facilities located across the country and is responsible for the development of leading technology solutions.
- In the 2007 Deloitte Technology Fast 500 EMEA ranking, 4 Israeli companies – Voltaire Ltd, Celltick Technologies, Runcom Technologies and Red Bend - took 1st, 2nd, 3rd and 6th places respectively.
- Israel is ranked 2<sup>nd</sup> in the world for Venture Capital availability (IMD Yearbook 2007) with Communications receiving the most of any sector with 21% of the VC investments (IVC On-line 2008)

### Israel's Communications Firsts

- 1981 – ECI Telecom first gained world prominence by introducing the concept of toll-quality international compression and was the first to develop technology enabling two calls on the same phone line. ECI was also the first company to deploy HDS.
- 1986 – Comverse was the first company to integrate voice, fax and call processing functions into a single system. Today, Comverse leads the multimedia messaging market.
- 1995 – Vocaltec first commercialized VoIP technology with its release of the 1995 Internet Phone.
- 1996 – Mirabilis was the first company to introduce a consumer product for instant communication and chat, ICQ.
- 1997 – Radvision developed the H.323 Protocol, the core standard of VoIP that enables voice, picture and data to be transmitted via the Internet. Today, it is a world leader in technology for video conferencing and multimedia over IP.
- 2000 – Nice Systems became the first company to utilise VoIP recording technology. Nice has emerged as a world leader in multimedia digital recording solutions for business interaction management and security.
- 2005 – Comsys was the first to offer base band IP for EDGE solutions, for both handsets and base-stations, and is now a leader of 4G chipsets for the next generation cellular infrastructure
- 2006 – Runcom was the first to introduce a Mobile WiMax compliant ASIC.

About Israel Trade Commission:

The [Israel Trade Commission](#) (ITC) in Australia is a professional unit of the [Foreign Trade Administration](#) under the Israel's Ministry of Industry, Trade and Labor. Our goal is to promote, enhance and facilitate trade, investments and industrial R&D between Australia and Israel.