



**Press Release:**

A new round of funding is available for Victorian and Israeli companies to turn their innovative ideas into commercial products under VISTECH, the joint fund agreement between the State of Victoria and the State of Israel. The Innovation Minister Gavin Jennings together with the Israel Trade Commission have opened the seventh round of funding for the Victoria–Israel Science and Technology R&D Fund (VISTECH) which provides matching grants of up to US\$500,000. VISTECH was launched in 2006 with Victoria and Israel each providing half of the US\$6 million fund.

Israel's large concentration of talented and innovative people makes it an ideal place for R & D. Characterized by groundbreaking entrepreneurship, Israel yields pioneering technologies, profitable business opportunities and high investment returns. This is why so many major multi-nationals - Microsoft, Berkshire-Hathaway, Motorola, Intel, HP, Siemens, GE, IBM, Philips, Lucent, AOL, Cisco, Applied Materials, IBM, J&J and more - have chosen to invest and open R&D centers in Israel, often being the only R & D center run outside of the companies' country of origin.

To date VISTECH has awarded almost A\$2 million to Victorian companies supporting eight projects worth around A\$7.8 million. The first ever VISTECH funded project to move out of the research and development stage is now available in the market. Sustainability Ventures in Victoria partnered with Aqwise of Israel to work on a "Sustainable Water System for Dairy Farms". Built and tested on a Shepparton farm over the last two years, the system is now available for other farmers to purchase and install. The system re-uses effluent water from the farm, pushing it through aquaculture tanks which grow Murray Codlings. The water then goes through a horticulture system producing both hydroponic and aquatic plants. This means valuable farm water is able to be utilized in four ways rather than just one. Two other VISTECH projects are due to reach commercialization in 2010 – a "Severe Asthma Monitor" and an "Industrial Floor Cleaning Robot". These projects show the breadth of technology that VISTECH can fund. To see more successful Vistech case studies [click here](#).

The Israel Trade Commission together with the Victorian State Government (DIIRD) will be hosting an information seminar on 29<sup>th</sup> April 2010. The seminar will be hosted by international guest speaker Mr. Michelle Hebart, Director General of MATIMOP (the Israeli Industry Centre for R & D), where Mr. Hebart will share practices and policies implemented by the State of Israel to promote innovation and turn Israel into an R & D powerhouse. The seminar will provide further information to interested companies about how to apply for Vistech as well as hearing from some of the successes of previous companies involved in the Vistech initiative.



The details of the upcoming Vistech seminar are:

**Date:** 29<sup>th</sup> April 2010

**Time:** 9am – 12pm

**Venue:** Department of Innovation, Industry and Regional  
Development (DIIRD) Conference Rooms

**Location:** Level 27

121 Exhibition St.

Melbourne VIC 3001

**RSVP:** [info@israeltrade.org.au](mailto:info@israeltrade.org.au) or 02 9388 0382

Mr. Hebart will also be available for speaking appointments and interviews. To speak with Mr Hebart and find out more about Israel's innovative R & D policies that have put Israel at the forefront of various cutting edge technologies please contact Richard at [Richard.vesely@israeltrade.org.au](mailto:Richard.vesely@israeltrade.org.au) or 02 9388 0382

- **About ITC** - 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. The ITC's goal is to promote, enhance and facilitate trade, investments and industrial R&D between Australia and Israel. For more information about ITC [click here](#).
- **About Vistech** - Vistech was established in 2005 to promote, facilitate and support jointly approved science and technology research and development (R&D) projects between Israeli and Victorian Companies. For more information on VISTECH, please [click here](#).
- **About MATIMOP** - MATIMOP is the Israeli government agency that generates and implements international cooperative industrial R&D programs between Israeli and foreign enterprises. MATIMOP is charged with promoting highly supportive policies to build Israel's industrial infrastructure, and nurturing industrial innovation and entrepreneurship. For more information about MATIMOP [click here](#)
- **About Mr. Michelle Hebart** - Mr. Hebart got his first degree in Electronics and Computer Engineering from the Ben Gurion University in Southern Israel. He then went on to complete his masters degree in Organizational Strategy from the Hebrew University in Jerusalem. Before joining MATIMOP, Mr. Hebart worked for Bezeq, the largest fixed line telecommunication company in Israel. During his time at Bezeq he held many roles including Head of R&D, Head of International Projects and Vice President for Operation and Planning.