Invitation - Mission to Israel

Friday 22 - Thursday 28 October 2010
from AUS $ 5,500 +GST

($5,500 + GST is the programming, administration and mission management fee. Approximate investment is $10,000 once accommodation, airfares and expenses are included)

OPEN TO ALL INTERESTED PARTIES FROM AUSTRALIA AND NEW ZEALAND

Following the success of Western Australia’s inaugural Mission to Israel in May 2008, with nineteen delegates and led by Professor Lyn Beazley AO, Chief Scientist of WA, the Australia-Israel Chamber of Commerce and supported by the Chamber of Commerce & Industry in WA, will be conducting a seven day visit to Israel from Friday 22 to Thursday 28 October 2010, focusing on Commercialisation, Sustainability & Business Development.

The October 2010 Mission will cater for a wide range of interests and contain a group program plus individually customized itineraries developed for delegates. The mission will be specifically designed for executives from business, government and academia and will combine exposure to key Israeli industry figures together with topical high level business meetings designed to expose delegates to innovative business ideas and opportunities. We will be examining Israeli government policy success in promoting R&D activities in a range of related fields.

The Australia-Israel Chamber of Commerce has been organising Trade Missions to Israel since 1989. Recent missions have been led by the Hon Warren Truss MP, then Minister for Agriculture, Forestry & Fisheries; NSW Premier the Hon Nathan Rees MP, then Minister for Water; Hugh Morgan AC, then President Business Council of Australia; and the Hon Evan Thornley MP, CEO Better Place, then Parliamentary Secretary to the Victorian Premier and Professor Lyn Beazley AO, Chief Scientist of Western Australia.

Please contact me to discuss your interest in participating:
John Cluer, Chief Executive AICC(WA) - 0419 938 480 or perth@aicc.org.au
WHY ISRAEL?

Israel's large concentration of talented and innovative people makes it an ideal place for groundbreaking entrepreneurship, Israel yields pioneering technologies, profitable business opportunities and high investment returns.

Israel has more patents per billion dollars GDP than the G-7 countries and three times as many Nobel Prizes per capita in the sciences this past decade as any other country on Earth.

The World Economic Forum has designated Israel as one of the leading countries in the world in technological innovation.
- ranked 1st for total expenditure on R&D *
- ranked 1st for business expenditure on R&D *
- ranked 1st for availability of qualified scientists and engineers *
- ranked 2nd for venture capital availability *
- ranked 2nd for information technology skills *
- ranked 3rd for Quality of Scientific Research Organizations **
- ranked 3rd for Registered Patents Per Capita **
- ranked 3rd for flexibility and availability of the workforce *
- ranked 4th for higher education achievements *
- ranked 6th for overall innovation **
* IMD Global Competitiveness Yearbook 2007-2008
** WEF Global Competitiveness Report 2008-2009

With the world’s highest percentage of engineers and scientists, Israel’s greatest natural resource is its skilled workforce. Highly motivated, resourceful and independent, they enable Israel to stay ahead of the competition.

Israel’s workforce is particularly competitive because of the informal but effective get-down-to-business culture, exceptional ingenuity and entrepreneurial spirit. The combination of culture, skill and initiative creates a flexible, working system that allows for great adaptability while producing breakthrough technologies and quick time-to-market solutions.

Israel offers one of the world’s most advanced infrastructure and the services required to conduct business efficiently and effectively. Israel boasts a sophisticated communications system; reliable energy infrastructure; well-developed transportation system with modern international gateways; protection of trademarks, patents, and other intellectual property; highly developed and transparent financial system and a legal system based on common and corporate law.

Israel invests 4.7% of its GDP in R&D, which is the highest ratio in the world (IMD World Competitiveness Yearbook 2007).

Ranked 2nd in the world for Venture Capital availability, Israel provides its entrepreneurs with the necessary backing to turn their innovative ideas into profitable businesses.
WHO SHOULD ATTEND?

Consistent with the AICC(WA)’s objectives of furthering bi lateral trade and knowledge exchange, the mission will create opportunities for delegates and organisations to increase their exposure to the Israeli and associated marketplaces and help promote companies to an Israeli audience. In addition, the mission provides excellent networking for all delegates amongst themselves over the week long mission.

**Answer:** West Australian, Australian and New Zealand organisations and individuals seeking market information, knowledge transfer, linkages and real business opportunities. In particular:

- Innovation based enterprises
- Commercialisation & Technology Transfer professionals
- Organizations in the Clean Tech, Water, Recycling, Agritech and Sustainability areas
- Individuals at early start-up stage
- Any enterprise dealing in industry sectors where Israel has made significant world leading contributions, such as: hitech, education, biotech, health, digital applications, security, medical, pharmaceutical, nano technologies
- Individuals and financial companies interested in venture capital markets
- Research Institute Representatives
- Government Policy and economic development decision makers
- Established technology based companies
- University Commercialisation and Graduate School or Management representatives
Israelis developed drip irrigation to significantly minimise the amount of water used to grow crops.

Most of the Windows NT operating system was developed by Microsoft’s Israel labs.

Woolworths uses the Israeli Retalix software as its main retail / POS software.

Intel’s high-speed Centrino processor doubles battery life on laptops developed entirely in Israel.

M-Systems, an Israeli company, invented the removable disk (disk-on-key).

Checkpoint, an Israeli Company, pioneered Internet & network security technology such as the Firewall.

Israel is one of only eight countries in the world capable of launching its own satellites.

Israel's Given Imaging developed the first ingestible video camera.

An Israeli company was the first to develop and install a large-scale solar power plant in southern California.
ICQ - The technology for AOL Instant Messenger was developed by 4 young Israelis.

Israeli engineers developed the first cell phone at Motorola's lab in Israel, its largest R&D centre in the world.

Israeli companies Amdocs, Nice & Comverse all pioneered Voicemail, SMS and many other telco services.

Israel is the only country in the world that entered the 21st century with a net gain in its number of trees.

Israel has the 3rd highest rate of entrepreneurship in the world.
CUSTOMIZED ITINERARIES FOR DELEGATES

In the months leading up to departure, we will construct customized itineraries for each delegate based on your requirements. The purpose being to facilitate real business outcomes from the Mission.

Accordingly, the AIICC (WA) will be organizing group and individual meetings with a diverse cross section of Israeli business, academic and political leaders (cultural, historical and tourism elements will also be included).

Listed below are some organizations the AIICC (WA) has access to in Israel. Subject to availability and delegates requirements, the mission could include the following:

Yeda
Yeda Research and Development Company Ltd. is the commercial arm of the Weizmann Institute of Science (WIS). Yeda initiates and promotes the transfer to the global marketplace of research findings and innovative technologies developed by WIS scientists. Yeda holds an exclusive agreement with the Weizmann Institute to market and commercialize its intellectual property and generate income to support further research and education.

*Yeda is ranked first in income royalties among world academic institutes!*

Yissum
Yissum Research Development Company of the Hebrew University of Jerusalem Ltd. was founded in 1964 to protect and commercialize the Hebrew University’s intellectual property. Its revenues in 2008 = $US60Mi.

Products based on Hebrew University technologies that have been commercialized by Yissum currently generate $US1.2Bil in annual sales.

*Ranked among the top technology transfer companies in the world, Yissum has registered 6,100 patents covering 1,750 inventions; has licensed out 480 technologies and has spun-off 65 companies. Yissum’s business partners span the globe and include companies such as Novartis, Microsoft, Johnson & Johnson, Merck, Intel, Teva and many more.*

Cherry Tomatoes and Long-Shelf Life Tomatoes
Product developed by; Haim Rabinowitch & Nachum Kedar both from the Faculty of Agriculture, Food and Environmental Quality Sciences, Hebrew University (Yissum)

The world's most popular cocktail hybrids for greenhouse production with improved shelf-life, yield, and quality, which revolutionized the fresh market industry, both indoors and in open fields. The Daniela variety is only one example of the novel developments. Its genetic make-up combines a ripening inhibitor gene with some selected polygenes for firmness and slow ripening, together with other genes generating high yields of large, quality fruit. Since its initial release, Daniela was further improved and the number of built-in pest and disease resistances was greatly extended. More than 15 years after its first release, Daniela and related cultivars are considered today to be among the world's leading greenhouse varieties. In Europe, they have become an industry standard.

Copaxone
*Copaxone® was originally discovered by Professor Sela, Professor Arnon and Dr. Teitelbaum at the Weizmann Institute of Science in Israel.*

The first innovative drug to be developed in Israel and to receive FDA approval, Copaxone® is a unique multiple sclerosis immunomodulator: the first and only non-interferon agent for the treatment of relapsing-remitting multiple sclerosis. Copaxone® is licensed to Teva Pharmaceuticals Ltd (Yeda) and sales in 2009 were over $US1Billion.

Doxil (Caelyx)
Product developed by; Yechezkal Barenholz, Faculty of Medicine, Hebrew University (Yissum) & Alberto Gabizon, Hadassah University Hospital Jerusalem (Hadassit)

DOXIL is indicated for the treatment of patients with ovarian cancer whose disease has progressed or recurred after platinum-based chemotherapy.

Erbilux ®
An antibody based therapy presenting synergism with conventional chemotherapy. The synergistic effect was invented at the Weizmann Institute. Erbitux was developed by ImClone Systems and approved by the FDA in 2001. Imclone has a license to the synergism patent. Erbitux Sales in 2007 exceeded 1B$ (Yeda).

Exelon
Exelon is a cholinesterase inhibitor, a type of medicine prescribed for people in the early or middle stages of Alzheimer’s disease. Though not a cure, Exelon has been shown to be an effective medicine for treating the symptoms of mild to moderate Alzheimer’s disease. Exelon provides hope for people with Alzheimer’s disease and the people who
care for them. It can slow the progression of symptoms and help people with mild to moderate Alzheimer's disease stay connected longer to the relationships and activities they value and enjoy.
Product developed by; Marta Weinstock-Rosin, Department of Pharmacology, Hebrew University (Yissum)

InterPharm Laboratories Ltd.
InterPharm Laboratories Ltd., founded in 1978 and today a subsidiary of Merck-Serono, was for many years the largest biotechnology company in Israel, developed recombinant cytokines for the treatment of viral infections, cancer and autoimmune diseases. All the products developed at InterPharm Laboratories (Interferon b, Interleukin-6 and soluble TNF receptors) emanated from Institute research. One product, Rebif®, is being commercially marketed (Yeda)

Mobileye Vision Technologies Ltd.
MobilEye was incorporated for the purpose of developing and marketing advanced products in the surging market of automated on-board driver assistant systems. The company has developed a number of proprietary algorithms and reference platforms that need only a single video camera for ACC, lane departure warning and collision mitigation. Multiple cameras are not needed for depth of scene calculation because MobilEye’s algorithms use an advanced spatio-temporal classification technique based on a novel machine learning approach that trains the system with static and dynamic visual information. (Yissum)

Tour Old City of Jerusalem
Considered by many people to be the most holy city in the world. A long, rich history is connected to this city where events central to the traditions of each of the three monotheistic faiths—Judaism, Christianity, and Islam—are believed to have taken place. To the Jewish people it is home to The Western Wall which is considered the holiest Jewish site on account of its proximity to the destroyed two ancient Temples, To the Christians it is where the crucifixion and the resurrection of Jesus took place, To the Muslims it is where the prophet Muhammed ascended to heaven.

Yad-Vashem Holocaust Museum
Since its inception (by an act of Knesset (Parliament), Yad Vashem has been entrusted with documenting the history of the Jewish people during the Holocaust period, preserving the memory and story of each of the six million victims, and imparting the legacy of the Holocaust for generations to come through its archives, library, school, museums and recognition of the Righteous Among the Nations.

Evening: Traditional Jewish Sabbath Dinner

The Dead Sea
The lowest point on earth. One-of-a-kind body of water, it is the saltiest. The Dead Sea is the most mineral-laden in the world, has its own unique micro-climate. An average of 330 full days of sunshine per year.

Massada
Is most famous for the stand of the Zealots, over 2,000 years ago. These leaders of the Great Revolt against the Romans occupied Massada after the destruction of the Temple in Jerusalem (70 CE) and withstood the Roman siege. After a while the zealots chose death over slavery. Massada is located on top of a mountain with breath-taking views.

NDS Ltd
NDS Ltd. established in 1985, developing smart cards to prevent unauthorized access to computer data and satellite television broadcasts. The technology is based on an algorithm developed in the Institute's Faculty of Mathematics and Computer Sciences. NDS is traded on Nasdaq (NNDS) (Yeda)

PerioChip
PerioChip is a small, orange brown, rectangular chip (round at one end) for insertion into periodontal pocket. The active ingredient of PerioChip is Chlorhexidine, a gold standard broad – spectrum antimicrobial agent. Each chip contains 2.5 mg chlorhexidine.

PerioChip is indicated as an adjunct to scaling and root planing procedures for reduction of pocket depth in patients with chronic periodontitis. PerioChip should be inserted in pockets, 5-8mm in depth. After insertion into the pocket, PerioChip demonstrates a sustained release of chlorhexidine over a period of up to 7-10 days. After that period the PerioChip biodegrades and disappear. The chlorhexidine released from the Periochip have been shown to suppress pocket flora till up to 11 weeks.

Product developed by; Michael Friedman, School of Pharmacy, Michael Sela, Doron Steinberg from the Faculty of Dental Medicine, Hebrew University (Yissum) & Aubrey Soskolne, Faculty of Dental Medicine (Hadasit)
Rebif®
(Recombinant interferon beta), identical to the native molecule and registered for the treatment of multiple sclerosis and several viral diseases, licensed to Inter-Lab Ltd., a Serono company (Yeda).

XenneX, Inc.
XenneX, Inc. is a dynamic privately held company that is dedicated to providing Biotechnology, Pharmaceutical and other life sciences companies, as well as organizations dealing with biotechnology intellectual property, the highest level of services and tools to enhance their bio-medical research.
XenneX’ products help such organizations to optimize their efforts to develop innovative medical products and services. Founded in 2003, XenneX operations worldwide are carried out from its offices in Massachusetts, USA.

XenneX’ customers include many of the world’s leading biotech and pharmaceutical companies, located in North America, Europe and Japan. XenneX’ products are used in hundreds of commercial and academic organizations by thousands of users around the globe. (Yeda)

Geo-Political Overview
A leading expert will provide the delegation with an in-depth analysis of the Geo-Political situation in Israel.

Introduction to the Israeli Economy
Israel has next to no natural resources, hardly trades with its neighbours and nearly 70% of its land mass is arid, yet its GDP per capita is equivalent to that of a standard Central European Country, $US20k, 70% of the economy is involved in International Trade and it is nearly self-sufficient, food-wise.

Overview of the Israeli Healthcare/Bio-Tech Industry
The Israeli Life Science Industry is one of the world’s most dynamic and vibrant. It comprises over 500 companies involved in medical devices, biotechnology, pharmaceutical and medical service companies.

TEVA Pharmaceuticals
Teva is among the top 20 pharmaceutical companies and among the largest generic pharmaceutical companies in the world. The company develops, manufactures and markets generic and innovative human pharmaceuticals and active pharmaceutical ingredients, as well as animal health pharmaceutical products. Over 75 percent of Teva’s sales are in North America and Europe. Hebrew University of Jerusalem (HU has more than 24,000 students, nearly 40% of all civilian scientific research in Israel is conducted at the Hebrew University. About 3,800 research projects are in progress at the University, and 1,500 new projects are started each year. Over the past 40 years, Hebrew University has granted more than 400 technology licenses and is responsible for commercializing an array of successful products that generate nearly $1USBil in worldwide sales every year.

Hadasit
A subsidiary and the technology transfer company of Hadassah Medical Organization (HMO) in Jerusalem, is responsible for commercializing Hadassah’s intellectual property and R&D capabilities. Hadasit has recently taken the bold step of going public with 9 of her start-up companies – within the framework of Hadasit Bio-Holdings Ltd., “HBL”, (TASE: HDST) – the Hadasit subsidiary which is the public holding entity. All portfolio companies have successfully completed proof of concept studies in relevant animal models and are targeted at billion dollar markets with unmet clinical needs.

Ron Jones, former General Manager HR, ASG GROUP
“I recently had the privilege of visiting Israel to identify potential resource and development opportunities for our company. I was extremely impressed by the organizational support and coordination provided by the AICC, both in Perth through John Gluer and in Tel Aviv through Paul Israel. Their efforts to build the framework of meetings and social events accordingly I was especially pleased to meet the new Ambassador to Israel, Tomas Fristad and spend some time with him discussing emerging business opportunities. A particular highlight of my visit was a tour organised by the AICC to Jerusalem – a deeply moving and inspirational experience and an absolute must for any visitor to Israel. The skills, creativity and innovation across Israel was evident in all of my discussions and a number of opportunities are now being further explored. I look forward to a follow-up visit.”
High-Tech/VC Briefing

Close to 50% of Israel’s exports are high-tech products and services. Israel has the highest concentration of hi-tech companies in the world outside of the Silicon Valley and has the largest number of NASDAQ listed companies outside the US and Canada. The VC industry has raised more than $US10Bil since 1992 and is the 2nd largest market in the world.

Dr Eli Opper, Chief Scientist, Ministry of Industry & Trade

The Chief Scientist has approximately $US300Mil at his disposal to assist in the development of new technologies in Israel, encouraging technological entrepreneurship, supporting high added value Industrial R&D through various programs including, technological incubators, bi-lateral agreements/funds, etc. The Chief Scientist is responsible for VISTECH; The $US6Mil (over 3-years) Victoria-Israel Science and Technology R&D Fund, established in 2005 to promote, facilitate and support jointly approved science and technology research and development (R&D) projects between Victorian and Israeli companies.

Converse

One of Israel’s largest high-tech companies, sales of over $US1Bil. World’s leading provider of multi-media messaging (MMS), instant communications, wireless information and entertainment services, voice-controlled dialing, messaging and browsing, prepaid wireless services, and additional personal communication services. Converse sells to over 450 telco-providers worldwide including to Telstra (101-service) and Optus. As a result they are one of Israel’s largest exporters to Australia per annum.

Alvarion

With more than 2 million units deployed in 130 countries, Alvarion is the worldwide leader in wireless broadband. Alvarion is driving the broadband wireless market to the widespread adoption of standards-based, fixed and mobile solutions. Is a dominant global player in the development of WIMAX (Worldwide Interoperability for Microwave Access), (81% market-share worldwide) the next generation of broadband wireless access.

Gilat Satellite Networks

Gilat is a leading provider of telecommunications solutions based on Very Small Aperture Terminal (VSAT) satellite network technology – with close to 500,000 VSATs shipped worldwide. Gilat is listed on the NASDAQ (GILT) and has over 800 employees. 2003 Revenue = $US190Mil

Weizmann Institute of Science

One of the world’s premier scientific research institutions. The Weizmann Institute is among the world’s five highest earners, among peer institutions, from commercialization of patents. Royalties amount to approximately $US100Mil per-annum. The Weizmann Institute is a center of basic interdisciplinary scientific research and graduate study, addressing crucial problems in technology, medicine and health, energy, agriculture and the environment.

Intel Fab 18

Israel is home to 3 of Intel's 11 Fab's worldwide. The fabs produce the silicon for its high-performance microprocessors, chipsets and flash memory components. Intel Israel entirely designed, developed and produced the Pentium MMX Chip technology, the Pentium-4 microprocessor and the Centrino processor. Israel operations comprise of approx. 5,000 emp. with a total investment of $US3.2Bil.

Technological Incubators

Technological incubators are support corporations that give fledgling entrepreneurs an opportunity to develop their innovative technological ideas and set up new businesses in order to commercialize them. The incubator program is applied in all parts of the country, under the guidance and with the support of the Office of the Chief Scientist of the Ministry of Industry and Trade. It provides a framework & support for nascent companies to develop their innovative technological ideas and form new business ventures that attract private investors. The program is open to private investors to become owners of the incubators and to invest in the nascent companies at an early stage, thus enabling a greater return on investment.
Ormat
The world’s largest Geo-thermal power station company and a leader in renewable energy. Ormat has four decades of experience in the development of state-of-the-art, environmentally sound power solutions, primary in geothermal and recovered energy generation.

Shaf-Dan Sewage & Reclamation Plant
Israel’s largest plant, handling over 113.1Mil cu.m of reclaimed water, ensuring the required effluent level, effluent reclamation by groundwater infiltration, and supplying the reclaimed water to agricultural consumers in the southern part of the country through the “Third Negev Pipeline.” Mekorot handles the sewage treatment and purification process on behalf of municipalities, and takes the water for extrapurification and distribution for agriculture.

Ashkelon Desalination Plant
The Ashkelon seawater reverse osmosis (SWRO) plant – the largest in the world – achieved two notable successes in 2006. In March it was voted ‘Desalination Plant of the Year’ in the Global Water Awards, subsequently passing a major project milestone in October 2006, when, little more than a year after it commenced initial production, it successfully delivered its first 100 million m3 of water. With a capacity of 320,000m3 per day, the plant produces around 13% of the country’s domestic consumer demand – equivalent to 5–6% of Israel’s total water needs – at one of the world’s lowest ever prices for desalinated water.

Netafim
Netafim made history in 1965 with its unique concept drip-irrigation and today they are the world’s largest drip-irrigation manufacturer. Netafim has over $US250Mil in sales with 30 billion emitters in operation and an annual additional three billion emitters. Netafim is recognized as the global leader in the field of innovative-based solutions and water technologies whilst protecting the surrounding environment.

Aquaculture
The country’s semi-arid climate, characterized by a scarcity of water, required the development of an intensive form of aquaculture. Fish farming is carried out in the open sea in floating cages, and in a man-made reservoirs and ponds. Due to the lack of fresh water, fish farmers are using closed water systems for intensive farming, also, in some projects the water of the reservoirs are used for irrigation. A wide range of ornamental fish and marine plants are bred, including coldwater fish, tropical fish and water lilies. The products are exported overseas especially to Europe.

Seeds
Israeli seeds and seedlings are sought after on world markets. Disease resistant seed varieties that are durable in storage and are suitable to a variety of climatic conditions are under constant development at Israel’s research institute and at private companies.

Mary Anne Davidson L-E-U Oracle’s Information Security Division
“Israel is a mini world power in the field of Information Security. I’ve never seen so much intellectual energy generated in such a small space. The whole world benefits from the fruits of the development of the Israeli mind...”

Rafael
RAFAEL designs, develops, manufactures and supplies a wide range of advanced defense systems. These leading edge products include naval, air and ground precision weapons, electro-optic systems, electronic warfare (EW) systems, Command, Control, Communications, Computers and Intelligence (C4I) systems, acoustic defense systems, armored protection and training systems.

Elbit Systems
Elbit Systems develops, manufactures and integrates advanced, high-performance defense electronic and electro-optic systems for customers throughout the world. Their major activities include command, control, communication, computer and intelligence (C4I) systems and intelligence surveillance and reconnaissance (ISR) systems for defense and homeland security applications. They also perform upgrade programs for
airborne, ground and naval defense platforms, often as a prime contractor, and supply advanced turnkey Unmanned Airborne Vehicle (UAV) systems.

Technion Institute of Technology
Established in 1924, Israel’s oldest university, Technion graduates comprise the majority of Israel- educated scientists and engineers, constituting over 70% of the country’s founders and managers of high-tech industries. In 2004 Professors Avram Hershko and Aaron Ciechanover of the Faculty of Medicine received the Nobel Prize in Chemistry for their discovery of the crucial role of ubiquitin in the process of protein breakdown in cells.

NICE Systems
NICE Systems is a global provider of advanced solutions that help organizations extract meaningful insight from interactions. Customer interactions reaching the contact center, as well as video recordings, contain valuable information that gives enterprises more insights into their business. NICE provides the tools that let more than 15,000 customers, including the world’s top ten banks and over 65% of the Fortune 100.

Bateman Engineering
Bateman is an innovative solutions provider to the natural-resources industry internationally, providing a comprehensive blend of skills comprising process-orientated engineering, specialist niche technologies, financial and commercial facilitation and contracting and project management. The markets served include mining, minerals and metals processing, ferroalloys, gas compression and crude-oil refining, mineral salts and fertilisers, chemicals, environmental protection, bulk-materials handling, agriculture and food production and water and effluent treatment.

Hadaasah University Medical Centre
A world class Medical Institution, In the year 2005, Hadassah provided nearly one million people with hospital services. Hadassah’s trauma unit has one of the lowest mortality rates of any center of its type in the world. Out of 8,000 patients from 1999 to 2003, Hadassah had only a 2.1 percent mortality rate, compared to 6.7 percent for Level I trauma centers in the United States. In keeping with worldwide trends, the Hadassah University Medical Center is moving toward day care and day hospitalization to reduce costs and risk of infection. In 2005, the Center was nominated for the Nobel Peace Prize due to its equality in treatment, its ethnic and religious diversity, and its efforts to build bridges to peace.

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Sheba Medical Centre
The Sheba Medical Center at Tel Hashomer is the largest and most comprehensive medical center in the Middle East, where close to 6,000 health professionals provide almost four million treatments and medical tests to more than one million patients a year. Sheba uniquely combines Israel’s largest Acute Care Hospital with its national Rehabilitation Hospital, alongside an emphasis on compassionate patient care, innovative scientific research and comprehensive medical training and teaching.

Israel National Centre for Medical Simulation (MSR)
MSR, located @ Sheba Medical Centre seeks to lead a revolution in global healthcare standards in order to reduce and prevent errors in medical treatment and service. Adopting training methodologies and operational assessment techniques from the military and civilian airline industries – such as sophisticated robotic simulators and debriefing protocols -- MSR has forged a new path in medical education and professional development. MSR, founded by and based at Sheba, is drastically reducing the occurrence of medical mistakes at Sheba and at the many other hospitals in Israel and worldwide who have turned to MSR for guidance and training.

Herzliya Medical Centre (HMC)
HMC is first Private Hospital, established over 25 years ago and is recognised as a pioneer. It is a general hospital fully authorized by the Ministry of Health to conduct all types of surgery and complex procedures, in the same way as in the most advanced public hospitals in Israel and abroad. HMC is the only private hospital specifically licenced to perform heart surgery, kidney transplants and neurosurgery. In addition to major surgery, HMC is also the leader in the field of ambulatory procedures. Herzliya Medical Centers have
built, owned and operated the most modern private hospital in Northern Israel (Haifa), as well as various medical facilities in other countries.

**Schneider Children’s Medical Centre of Israel**
The only comprehensive, highly specialized care hospital of its kind in the country and in the Middle East, dedicated exclusively to the well-being of all children and adolescents. The medical center treats 65% (over 20,000 patients) of all children in the region who suffer from cancer and serious blood disorders. More than 700 children with cancer are in continuous care at the hospital. Some 30% of Schneider Children's patients come from the Arab sectors of Israel or from neighboring countries in the Middle East. Even in times of terror such as has befallen the country since September 2000, Schneider Children’s welcomes Palestinian Arab children in need in the realization of peace, co-existence and mutual respect.

**Clalit Health Services**
The Clalit Health Services Group is the largest health maintenance organization (HMO) in Israel, and the second largest worldwide. Clalit has about 3.8 million customers, which is more than half of Israel’s population. The Clalit Health Services Group delivers services through a nationwide network of 14 hospitals, 1,300 clinics, 400 pharmacies, 37 children’s health centers and 32 women’s health centers, using the most advanced technological infrastructure including, among other things, the latest medical equipment, innovative laboratories and complex information systems.

**Maccabi Healthcare Services**
At the heart of Maccabi Healthcare Services is a system of independent salaried physicians who provide services to Maccabi members. Maccabi functions on the basis of a decentralized organizational approach. Its six regional centers, including 150 branches and clinics, provide full access to Maccabi Healthcare services for all members throughout the country. diagnostic and therapeutic centers, 43 pharmacies and two hospitals - Assuta and Ramat Marpeh. A network of over 600 pharmacies throughout the country offer Maccabi members prescription drugs. Maccabi’s network of pharmacies is the only one of its kind in Israel and one of the only pharmacy chains in the world which employ satellite technology.

**ATI**
ATI is an investment company based in Ashkelon, Israel, that was established in 1991 as part of the Ministry of Industry and Trade’s Incubator Program. From it’s inception till now, ATI has financed over 60 companies in various technological fields. In 2007 ATI was privatized by Biomedix. Incubator Ltd (TASE), turning its focus towards healthcare and cleantech related ventures @ Abba Hillel Silver Junction, Ashkelon

**ZenithSolar**
ZenithSolar has developed a modular and easily scalable high concentration photovoltaic system (HCPV). The core technology is based on a unique, proprietary optical design that extracts the maximum energy with minimal ‘real estate’. Using widely available materials and processes with a complete vertical integration production practice, ZenithSolar employs very cost effective mass manufacturing capabilities @ Kibbutz Qvutzat Yavne

**Hebrew University - Faculty of Agriculture**
Expertise in the various phases and components of the soil-water-atmosphere construct. The unique Israeli experience in terms of developing & managing limited water resources, mitigating desertification & creating successful agriculture in an arid environment influences both the background and the results of these activities @ Rehovot Campus
Commercialisation, Sustainability & Business Development  
Mission to Israel  
22 - 28 October 2010  

EXPRESSION OF INTEREST FORM

Scan and email to: perth@aicc.org.au OR Fax reply to: 08 9385 2042

Name
Position

Organisation

Address

Telephone
Mobile

Tel (home)
Fax

Email
Website

Organisation Industry Sector
Number of Employees

Please tick:

I am interested in participating (   )

Possible number of colleagues interested in participating (   )

Names of colleagues interested in possibly participating;

Name  ………………………………………………………………………………………………………………………………
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Tick in space provided regarding AICC Member and Non Member possible participation

Investment per person:  Number  @ $5,500 + GST  AICC Members & Sponsors
( )  @ $6,500 + GST  Non AICC Members & Sponsors

A deposit of 20 % will be required by 1 August 2010. Accordingly, a tax invoice will be issued upon receiving this EOI form. Full payment to be paid in full before 1 October 2010.

Investment indicates a 15% discount for AICC Members or Sponsors
DELEGATE INFORMATION

The following information will form your profile in the Mission booklet which will contain a profile of each participant and their company/organisation.

Name : 
Company : 
Email : 

**Company Profile :**  
(please outline your organisation's core business)  

Company Website : 
Number of Staff : 
Annual Turnover :  

**Individual Profile :**
Individual/Customised Program Form

The following information you provide will be used solely for the purpose of developing a relevant program for you.

What are your objectives in participating on this mission?

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Registration includes:

**INDIVIDUAL/CUSTOMISED PROGRAM**

- $5,500 + GST   AICC Members & Sponsors
- $6,500 + GST   Non AICC Members & Sponsors

- Pre-departure briefing and materials for mission
- Airport meeting service in Israel (pick up and drop off) – all delegates need to be in Tel Aviv for mission commencement 8.00am Friday 22 October
- AICC can arrange travel through Globetrotter Group in Perth (contact Murray Skea 08 9442 0140)
- Translation services if required
- Some meals (not all) provided by host companies
- Specialised Industry briefings and visits in Israel
- Special reception for the Chamber delegation upon arrival
- Transport arrangements within Israel for all official Mission activities
- Tourism & cultural integration package
- Corporate Membership of AICC(WA) for one year (valued at $795) if you are a non member of the AICC

The registration does not include individual accommodation costs, meals other than those provided for at host meetings, international air or internal travel undertaken on a private basis, taxis, or private tourism.

All delegates are encouraged to take out full travel insurance.

Please note that a 50% cancellation fee will be charged for cancellations made less than 14 days prior to the commencement of the mission (commencement date: 22 October 2010).

**ACCOMMODATION ESTIMATES**

We are holding rooms at the Intercontinental Hotels in Jerusalem and Tel Aviv for a total of 8 nights (Thursday 21 to Thursday 28 October).

Participants are expected to settle own accommodation with the hotel upon checkout: (Final prices to be confirmed). Kindly note that the executive rooms are inclusive of continental breakfast served in the Executive Lounge, also serving complimentary soft and alcoholic drinks, snacks, cakes and newspapers.

Please select which accommodation option you prefer.

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
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<tbody>
<tr>
<td>Regular Rooms Single</td>
<td>$240</td>
</tr>
<tr>
<td>Regular Rooms Double</td>
<td>$260</td>
</tr>
<tr>
<td>Executive Rooms Single</td>
<td>$360</td>
</tr>
<tr>
<td>Executive Rooms Double</td>
<td>$385</td>
</tr>
</tbody>
</table>

All prices are inclusive of local taxes and are denominated in $US.
AICC DISCLAIMER

I acknowledge that the Australia-Israel Chamber of Commerce, as defined below, accepts no liability for and shall not be held liable for any loss or damage suffered by any individual or company arising from or in any way connected with acts, omissions, incidents and occurrences happening on or to or from the Mission to any registrant whether such acts, omissions, incidents and occurrences occur in Australia or Israel or at any points in between.

I hereby hold harmless the Australia-Israel Chamber of Commerce in respect of any claim which I, anyone acting on my behalf and/or my employer may have arising in any way from my registration or participation as a member of this Australia-Israel Chamber of Commerce Trade Mission to Israel.

The Australia-Israel Chamber of Commerce makes no representation that any meetings arranged by or on behalf of the Australia-Israel Chamber of Commerce are guaranteed to take place. Registrants are reminded that each Mission participant should take out travel and other insurances that he or she may deem necessary to cover him or her for any accident, ill health, loss or damage which may occur during or to or from the Mission.

The Australia-Israel Chamber of Commerce is defined as each and all of the legal entities trading under that name in New South Wales, Victoria, Queensland, South Australia and Western Australia, and the legal entity trading under the name Israel-Australia Chamber of Commerce in Israel, and all executive and non-executive officers, staff, contractors and casuals working for or on the board or committees of those entities.

SUPPORTING SPONSORS