



**THE STATE OF ISRAEL  
THE MINISTRY OF INDUSTRY, TRADE AND LABOR**

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**ISRAEL TO BE APPOINTED THIS WEEK TO THE PRESIDENCY OF THE WORLD  
EUREKA PROGRAM: - ANOTHER ACHIEVEMENT FOR THE ISRAELI  
ECONOMY AND TECHNOLOGY (THE FIRST NON-EUROPEAN PRESIDENT IN  
THE PROGRAM 21.6.10)**

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- Press Release -

**Another achievement for the Israeli economy and technology: Israel to be  
appointed this week to the Presidency of the World Eureka Program – the first non-  
European President of the Program**

Minister Ben-Eliezer: receipt of the Presidency of Eureka is no less important than our admission to the OECD, some would say that “the bottom line is” that Israel has even more to gain from the Presidency of this prestigious R&D Program – at a ceremony that is to take place at the weekend in Berlin, Minister Ben-Eliezer will receive “the Presidency Gavel” of the leading industrial R&D Program in Europe and the largest of its kind in the world and thus, Dr. Eli Ofer, the Chief Scientist at the Ministry of Industry, Trade and Labor (“MITL”) will become the Duty President of Eureka.

The main points of the briefing that took place today in Tel Aviv:

Israeli companies are taking more than a 10% share in Eureka Projects, far beyond the relative size of the Israeli economy.

Ben-Eliezer: The people of Europe will see another Israel in the coming year – not through the eyes of the gun-sight, but of technological breakthrough.

“Hundreds of scientists, heads of major companies and governmental personnel, are about to arrive on an airlift for five major central events that are to be held all over the country: In Tel Aviv, in Jerusalem, in Haifa/Nazareth, in Eilat and in the Israel Knesset, when the 25<sup>th</sup> anniversary of Eureka will be marked in one of these events”

“During its year in office as President of Eureka Israel will work for the transfer of larger budgets into spheres that constitute global challenges, in which it has a relative advantage, such as the Life Sciences, Civil Defense, Environmental Quality and Water”.



“We shall also work for the creation of additional channels of funding for projects emerging from the Program, in conjunction with investment banks and venture capital funds. These bodies will view the Program as a kind of positive preparatory survey for projects and on this basis will examine their continued financing, with the object of bringing the products to the market.”

Ben Elizer stated that it was his aim to achieve the accession of Egypt to the Eureka Program during Israel’s term in office, “in this way we shall try to strengthen regional peace and promote the process of collaboration in our Region.”

“The Peoples of Europe will see another Israel in the coming year, not Israel through the eyes of the gun-sight, the struggle, and the disputes, but rather an Israel of breakthrough technology, innovative Israel, one having a proactive enterprising approach, Israel that is an integral part of the world economy, and in particular that of Europe”. With these remarks this morning, the Minister of Industry, Trade and Labor, **Benjamin (Fuad) Ben Eliezer** opened the Press Briefing that was a precursor to the ceremony appointing Israel to the Eureka Presidency, which is to be held at the coming weekend in Berlin, with the participation of Ministers, Public Personalities and Companies from all over Europe.

The Eureka Program is the leading industrial R&D Program in Europe and the largest of its kind in the world. It is an inter-governmental initiative that has been in operation since 1985, and which the European Union Commission has also joined.

Israel has been a member of the Organization since 2000 and in 2007 it was elected to serve as the President of Eureka for one year, to commence in July 2010 and terminating in June 2011, in which it will lead the Organization. Upon receipt of the Presidency Israel will be the first non-European Country to hold office as President of the Program.

It should be noted that Israeli Companies are taking a more than 10% share in the Projects of Eureka, far beyond the relative size of the Israeli economy.

Minister Ben-Eliezer told correspondents that “hundreds of scientists, heads of major companies and governmental personnel are about to arrive in an airlift for five main major events that will take place all over the country, when, at each of them, we shall place special emphasis on another sphere of industrial R&D, presenting the best of what we have in our country”.

“We have been fortunate, in that in the year of our Presidency Eureka will also be marking the 25<sup>th</sup> anniversary of its foundation. We shall note this at a major event in Jerusalem, in the presence of the President of the State and I am also hoping to bring foreign leaders here from Europe. Precisely at this stormy period, from a political point of view, we shall endeavor to use the Presidency as a springboard for showing the world Israel in a different light.



“I have no doubt that the Presidency of Eureka, apart from being an unprecedented achievement for the image of the State of Israel, will enable us to maximize the benefit for the State of Israel and for Israeli industry.

“Many people have spoken about the considerable importance of Israel joining the OECD. My Ministry was one of the Ministries that played a leading role in Israel’s accession to the organization, and will also coordinate the work with the majority of the committees. Receipt of the Eureka Presidency – is of no less importance than our acceptance into the OECD, and there are those who say that “the bottom line is” that Israel has even more to gain from the Presidency of this prestigious R&D Program.

“Research and Development are the most important things for maintaining Israel’s competitive edge *vis a vis* the world. The same can be said about the European Countries and this is what led to the establishment of Eureka 25 years ago.

Globalization, competition and non-stop innovation are the factors that will create the need for collaboration between states in order to maximize the Research and Development capabilities of each of the countries. Projects that we are funding in this framework – not only create employment opportunities for engineers and technological personnel, but in practical terms it also facilitates for its members more convenient access and penetration into international markets. Additionally, the Program provides an opportunity for access to foreign sources of finance.

“Israel was accepted as a full member of the “Eureka” Program in 2000, and in recent years it has become one of the five most active countries in the Program. Currently, Israeli companies are taking more than a 10% share of all the projects being implemented in the Program. The election of Israel to the Presidency of the European R&D Program constitutes a main plank in the strengthening of the set of political and business bonds of Israeli companies with the European Community and with European countries that are members of Eureka.

“Israel, during its year of tenure as President of Eureka, will work for the transfer of larger budgets into fields that constitute global challenges, in which it has a relative advantage, such as the Life Sciences, Civil Defense, Environmental Quality and Water.

“We shall also work for the creation of additional channels of finance for projects emanating from the Program, together with investment banks and venture capital funds. These will view the Program as a kind of positive preparatory survey for the projects and it is on this basis that the continued financing of them will be tested, with the object of bringing the products to the market. We believe that investors, venture capital funds, as well as major regional banks, such as the European Investment Bank, will be able to assist in financing the penetration into the market, with tens of millions of Euros, in addition to that which is being invested by the member governments in the Program at the R&D stages.



“As far as concerns the broadening of international cooperation, the Israeli Presidency will also support the Spanish initiative to fit the Latin American countries into Eureka through an agreement between Eureka and a similar R&D framework that binds the Latin American States.

“Israel constantly aspires for greater advancement of its economy and to integration as far as is possible into globalization, and it is against this background that one must view its accession to OECD. We consider the contacts with the European Community to be vitally important. We are constantly working to strengthen them and the field of R&D is one of the examples of successful collaboration between the two sides.

“We are deepening the relationship with the Union into new spheres and a new Regulation of Standards Agreement has been signed recently for the recognition of examinations of the processes of manufacturing medications – which will lead to the simplification of trade in this sphere between the two Parties.

“The Israeli prominence in Eureka stems from Israel’s scientific and technological excellence, the high standard of innovation and initiative of the hi-tech sector and from the supportive policy of the Government, which encourages international industrial collaboration. Israel is contributing to Eureka not only by participating in Research and Development Projects but also in know-how and in experience that has been accumulated in Israel in all matters pertaining to business initiatives, encouragement and financing of industrial innovation.

“A further goal that I have set for myself is an attempt during Israel’s term of office is to add Egypt to the Eureka Program, and thus we shall endeavor to strengthen regional peace and promote a process of cooperation in our Region”.

At the conclusion of his remarks, Minister Ben Eliezer expressed his thanks to the person who was about to become President of Eureka, The Chief Scientist in the Ministry, Dr. Eli Ofer “for his work on behalf of Israel as part of Eureka and generally, as well as the Head of the Industrial Center for R&D headed by Michel Hibbert”.

The prospective appointee who is commencing his Presidency of Eureka this week, is the Chief Scientist in the MITL **Dr. Eli Ofer**, said at the briefing that “as Duty President of Eureka, we are anticipating that this will be a year full of collaboration in R&D and in innovation between Israeli and European companies, for the benefit of the industry and national economies of all the Member States in the Organization. In every country efforts are being made for the improvement of economic welfare as well as the quality of life of its residents; a technological leap forward and sharing of know-how transcending state borders, by means of an R&D Program that combines in its content, innovation and creativity, is providing all the nations that are members of the Organization with a working program that will ensure the attainment of these objectives “



“As President of the Organization in the coming year, our objective is to endeavor to enhance the methods of utilization of the various sources of finance: - General – European, Governmental, Public and Private and to improve their accessibility to industrialists and developers in all the Eureka supported projects”, is how Dr. Ofer summed up.

**Our goals include increasing sources of funding for EUREKA projects from private investors, public funding and European investment institutions”,**

The person in charge of the programs of collaboration with Europe in the Industrial Center for R&D and the Director of the Israel Eureka Program, **Israel Shamai**, said at the briefing that Eureka is undoubtedly the platform that is preferred by Israeli industry for international collaboration in Research & Development.

“In the last few years there have been recorded in Eureka more than 150 cases of participation of Israeli Companies in Eureka. From 2003 and until the present time, the amount of financial investment of the companies and of the Chief Scientist in these projects is approaching NIS 1 Billion”.

Shamai adds that at the coming meeting in Berlin in which the Presidency of the Program will pass from Germany to Israel, the Council of Ministers is due to approve 152 new projects, of which 23 will be with the participation of Israeli Companies. “These details are a greater illustration than anything else that the Israeli Presidency is first and foremost an achievement of the Israeli R&D Industry.

#### **Background: Management of the program and role of the President State**

**Eureka** is defined as an inter-governmental initiative, and constitutes an agreed platform for collaboration in industrial R&D between companies, research bodies and other R&D bodies in the **Eureka** Member States (as well as countries that are not members of **Eureka**). The management and operational model is complex and multi-layered, abundant in unwritten reciprocal and practical contacts that have crystallized over the years, as detailed below:

**The Council of Ministers** which meets generally speaking, biannually, in the Presidency State, is headed by the Minister charged with responsibility for **Eureka** in the Presidency State. Its function is to outline a strategy for the Program, to approve the accession of new countries and to approve executive branch decisions. In the year in which the Council of Ministers does not meet, the inter-parliamentary forum convenes which includes parliamentary representatives from the **Eureka** member states – to which in the main representational – marketing importance is attached.

**The Duty President:** One of the **Eureka** states that has been elected to the Presidency for the duration of the working year (from July to June). The Duty President is responsible for management of the Program in the year of the Presidency. In order to facilitate continuity in management of the activity in **Eureka** a forum has been



formalized called “The Troika”, which includes the previous President, and the present and future President.

**The group of senior representatives (HLG)** – High Level Group – generally convenes once quarterly in the Presidency State: It includes the representatives who have responsibility for financing the projects in the various countries, and are appointed by Eureka Ministers. Its function is to approve the new projects and to adopt the NPC decisions relating to the countries and operation of the Program. There is one representative participating from each of the 40 states, in the year of the Presidency the Chief Scientist, **Dr. Eli Ofer** will serve as Chairman of the HLG Forum, and the Director General of the Industrial Center for R&D **Michel Hibbert** will be serving as the Israeli Representative to the Forum.

**A group of the national representatives (NPC)** – National Program Coordinator – a Forum of the national representatives charged with responsibility for operation of the Program, the initiation of Projects and providing the service to the industrial clients of the Program. It meets once quarterly in the Presidency State: Its functions are to manage the day to day activity of the Program and to made recommendations about changes/initiatives for improving the effectiveness of **Eureka**. There is one representative participating from each of the 40 States, **Israel Shamai**, who is charged with responsibility of the program of collaboration with Europe and in R&D and managing the Eureka Program in Israel, will be serving as Chairman of the NPC Forum during the period of the Israeli Presidency.

**A joint working group of HLG and NCP** which deals with subject matters common to the two Forums. It meets once quarterly and representatives of the two previous Forums participate in the meeting.

**A working group of HLR/NPC** which deals with matters of substance requiring more focused management, meeting on 6-7 occasions usually in Brussels. The important groups are the Presidency Group – EG – (Executive Group: The Troika Forum plus four additional countries of the choice of the Duty President), a group of experts in the subjects that are on the agenda, a working group on the subject of Eurostars (EAG).

**The Eureka Secretariat**, headed by the Secretary General, which is responsible for the day to day operation of the Program, registration of the projects, marketing communications, working contacts with the representation and other European bodies, research and coordination of preparation of the material for the deliberations and so forth. It is the usually accepted practice that the Presidency State appoints an employee on its behalf and funded by it, who is stationed in the Secretariat for a period of two years prior to the assumption of the Presidency and during the Presidency, and is responsible for a particular subject (as an employee of the Secretariat) and for all the day to day contact between the Secretariat and the Presidency.

**The CLUSTER and UMBRELLA PROGRAMS:** Presidential Programs that are managed as separate frameworks within **Eureka**. The Cluster Programs focus in the main on ICT areas, water and energy makes appeal calls, and issues manifestos and conducts a process of independent approval of projects. The Duty President is also involved in the Clusters work, including hosting conferences or working meetings, and the Presidency



constitutes an opportunity of upgrading the status of the country concerned (and local industry) in these Programs.

**Background: Eureka Events in the Israeli Presidency Year**

**Meeting 1 – NPC-HLG Tel Aviv-Jaffa, October 2010**

Presentation of the working program of the Israeli Presidency

Appointment of the working group whose purpose will be to assist the Israeli Presidency in promoting the following matters:

- O – A financial model for creation of new sources of funding for Eureka
- O - Formulation of a concept for a program of continuation of Eurostars (“Eurostars 2”) including new financial devices for assistance at entry into the market stage.
- O- Starting up a review of the needs of industries participating in Eureka.
- O- Discussion of the *modus operandi* that Eureka must adopt in order to deal with the global and geographical challenges (such as development of alternative energy sources, global climate change, the improvement of personal security etc.)

**Meeting 2 – NPC-HLG Negev-Eilat, February 2011**

It will focus on the Cleantech sector – one of the global challenges with which Eureka will be dealing with under the Israeli Presidency.

It will be associated with the Eilat-Eilat Conference

It will include a collaboration meeting between European and Israeli Companies in the Cleantech, water and environment sectors. The meetings will generate proposals for Eureka projects in these sectors.

It will attract national and regional ventures (desert-related agricultural, the Dead-Red-Med Sea Canal etc) and will include a call for European participation in these ventures.

**Meeting 3 – NPC-HLG Haifa-Nazareth, April 2011**

It will be held in mixed cities and will focus on illustration of Israeli – Arab co-existence.

It will discuss R&D as a means of encouraging co-existence/integration of industries from the peripheral areas and encouraging R&D activity on a regional level.



Joint regional R&D activities will be exemplified and models for moving them forward (such as the technological incubator in Nazareth, the Jordan-Israel-USA trilateral Foundation and so forth)

**Meeting – Inter-Parliamentary at the Knesset - Jerusalem, May 2011**

A one-day conference at the Knesset, under the auspices of the Science and Technology Committee of the Knesset Headed by Member of Knesset Shitreet

Principal topics:

- O - An expression of political backing of European Members of Parliament for Eureka in light of present and future challenges
- O – A panel discussion on the subject of the effective transfer of technology from academia to industry and the contribution of Eureka as a means of accomplishing this goal. The case of Israel will also be presented as a case study (the commercialization companies, technical incubators etc.).
- O- Special reference to the function of the press in the innovation process (Innovation Journalism)

The participants in the inter-parliamentary meeting are European Members of Parliament who deal with R&D, and Senior Journalists from the USA, Europe and Israel who are interested in reviewing innovation, will also be invited.

**Meeting 4 – NPC-HLG Jerusalem, June 2011**

A meeting summing up the Israeli Presidency

It will focus on the financial aspect – the main goal of the program of the Israeli Presidency is the development of new devices for the funding of projects and companies in Eureka.

It will include *inter alia* an investors' event, which will be held for the first time in Eureka, and which will facilitate the exposure of outstanding companies in Eureka's/Eurostars' portfolio, to potential investors from all over the world.

It will be linked to the Silver Jubilee 25<sup>th</sup> Anniversary of Eureka – see below.

**Silver Jubilee Event – 25 Years of Eureka, will be linked to NPC-HLG Meeting 4, June 2011**

The 25<sup>th</sup> year of the founding of the Program will be celebrated during the year of the Israeli Presidency. This will present the State of Israel with an opportunity of marking the Silver Jubilee with a celebratory event in the form of a summit meeting led by the Leaders of the State of Israel and the Leaders of the European countries that founded Eureka, Scientists, Nobel Prize Laureates and leading European industrialists.

This event will emphasize the status of the State of Israel as an integral and leading partner in Europe in science and technology matters and will also strengthen Israel's ties with Europe in wider aspects as a basis for the integration of Israel into R&D and other innovative programs in Europe.



**Eureka Event in the European Parliament, 12-13 July 2010 in Berlin and EUREKA day of the Israeli Presidency in the European Parliament, 12-13 July 2010**

Every year Eureka holds an event in the European Parliament with the object of presenting Eureka's activity and its achievements, and strengthening the contact between Members of Parliament and other decision makers and Eureka personnel and enhancing the prestige of its program.

The Eureka annual event in the European Parliament will be focusing this year on the Israeli Presidency.

Israel will be accorded the honor of and the responsibility for conducting Eureka activity at the event in Berlin at the end of June and will actually begin its tenure in office as President from July 1, 2010. The event in the European Parliament will in actual fact be the first event under Israeli aegis and this will be the initial opportunity of presenting Israeli achievements in the sphere of research and development, in the development of innovative methods for the funding of R&D and the special tools for assisting and encouraging Start Up Companies. The title chosen for the event: "The Israeli Presidency of Eureka: the Culture of Innovation".

The activities are comprised in two events: a festive breakfast and on the following day a professional conference and lunch in the European Parliament. Approximately 200 persons are expected to take part in the events including Members of the European Parliament, personnel from the European Commission, representatives of the Member States of Eureka, administration officials and personnel from industry in the Brussels Region, the Israeli Ambassador to the European Union and other guests.

The gathering in the Parliament will consist of two sessions:

1. Eureka as part of the European research scene – the session will deal with strategic planning of Eureka activity and the set of relationships with the European Commission and the [European] Union's budgets.
2. Economic development by means of innovation: Israeli models – this session will play host in the main to Israelis and will present the experience that has been acquired in Israel in an innovation context and funding of R&D. There will also be a presentation at this session of the technology incubators program.

During the events a film clip will be shown presenting Israel's achievements in R&D, and also a book telling the story of Israeli innovativeness, and pamphlets and explanatory material promoting Israel will be distributed.

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משרד התעשייה, המסחר והתעסוקה  
הנספחות המסחרית סדני, אוסטרליה