



## Israel - Australia Newsletter

January 2017

*Dear Friends,*

2017 promises to be another exciting year! In January alone, 17 Israeli companies have raised nearly \$400 million. Israel was ranked in the world's top ten by Bloomberg's Innovation Index, a strong follow-up from its performance in the World Economic Forum's Global Competitiveness Report for 2016-2017, where it was ranked 2nd in the world for innovation.

On the home front, there was progress on increasing bilateral cyber security cooperation, with a visit to Australia earlier this month by members of the Israeli National Cyber Bureau.

We are also excited to welcome the Israeli Prime Minister for his first official visit to Australia in February. Prime Minister Netanyahu will be accompanied by the largest ever business delegation from Israel.

Stay tuned for more information on our activities later in the year. The key sectors we will be focusing on in 2017 are agtech, cyber, fintech and water technologies. It's an exciting time in the Israel-Australia relationship, which is experiencing a growing number of opportunities, and we welcome all interested parties to get in touch!

Sincerely,

Ethy Levy and the Team  
@ The Israel Trade Commission

Sydney, Australia

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### Visit to Australia by Israel's National Cyber Bureau



In January, the Israel Trade Commission welcomed Mr. Tal Goldstein, Head of Strategic Planning at the Israel National Cyber Directorate, Mr. Ariel Chazan, Advisor to the Director General of Israel's National Cyber Directorate and Mr. Eliahu Amar, CTO of the Israeli national CERT, to Australia. The visit continued the momentum from prior talks in an effort to increase the cyber security cooperation between our two countries.

The delegates visited Canberra for discussions with their federal counterparts, as well as Melbourne and Sydney for meetings with the state governments and leading individuals across Australia's national cyber security network, among them Adrian Turner, Chairman of the recently established Cyber Security Growth Center Network and CEO of Data 61 (pictured above).

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## Visit of Prime Minister and PM's Business Delegation



We are excited to welcome the Israeli Prime Minister, His Excellency Mr Benjamin Netanyahu, for an official visit to Australia in February. The trip marks the first time a sitting Israeli Prime Minister will visit the country. He will be accompanied by Israel's largest ever business delegation to Australia.

Two way trade between the two countries is consistently valued at over \$1 billion. More recently, Israel has served as a source of inspiration for Australia's fledgling innovation economy, with the opening of Austrade's first Landing Pad for start-ups in Tel Aviv and the signing of joint R&D agreements between Israel and two Australian states, Victoria and New South Wales. Last year, The BRIDGE: Israel-Australia Investment Summit again showcased the number of amazing technologies that Israel can support Australian businesses with in almost every field.

The Prime Minister's business delegation will be comprised of the CEOs and Presidents of companies across a wide range of industries, including telecommunications, cyber, fintech, agtech, water and energy.

Expressions of interest for booking meetings with the companies from each sector will open shortly. [Contact](#) our office for more information.

## Meet with Innovative Israeli Companies at Mobile World Congress, Barcelona



**ISRAEL**



at **MOBILE**  
GSMA **WORLD CONGRESS**

BARCELONA 27 FEB - 2 MAR 2017

Hall 5: in C61 | D81 | E71 | E81 | F81

Meet with Innovative Israeli Companies

MEET INNOVATIONS

A number of Israeli companies will be exhibiting at Mobile World Congress (MWC), the world's largest conference for the mobile phone industry, which will be held from the 27th of February - 2nd of March in Barcelona.

Click [here](#) to see the catalogue of Israeli companies that will be exhibiting.

We encourage any Australian company that is planning on attending MWC to be in [contact](#) with our office to be connected with the latest technologies coming out of Israel.

## MEDinISRAEL Conference and Exhibition

**MEDinISRAEL**  
THE HEARTBEAT OF MEDICAL INNOVATION

**THE 4TH MEDICAL DEVICES & HIT  
INTERNATIONAL CONFERENCE & EXHIBITION**

MARCH 6-9, 2017  
TEL AVIV CONVENTION CENTER

**Sign Up for Medical Excellence!**  
[www.medinisraelconf.com](http://www.medinisraelconf.com)

MEDinISRAEL is back in 2017! This biennial event will be held from the 6th-9th of March in Tel Aviv, and features some of the most advanced technologies in the life sciences industry, attracting around 2000 visitors from Israel and around the world.

Israel has more than 500 medical device exporters and one of the highest concentrations of life sciences companies globally. The Start-Up nation is known for world-class innovations in Digital Imaging, Medical Lasers, Telemedicine, Early Diagnostic and Smart Surgical equipment, and more.

Foremost experts in the field, alongside decision-makers and high profile regional and state leaders, will present the new methodologies, trends, challenges, and opportunities that are taking today's medicine forward.

For more information on programs, keynote speakers, and registration, click [here](#).

Please [contact](#) our office if you are interested in attending and we can assist you.

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## Links to Interesting News from Israel

- [Israeli startups raise nearly \\$400m this year](#)
  - [25 brilliant Israeli tech companies to watch in 2017](#)
  - [4 Israeli companies named in 2017 Global Cleantech 100](#)
  - [Kik buys Israeli group video co Rounds](#)
  - [Israeli wearable tech Upright improves posture, reduces back pain](#)
  - [Mobile ad analytics co AppsFlyer raises \\$56m](#)
  - [Co-working space co Mindspace raises \\$15m](#)
  - [Secret Double Octopus raises \\$6m](#)
  - [Israeli mentorship app for women, Emerj, approached by Bill Gates' scouts](#)
  - [Genetically modified bacteria may solve the world's massive plastic problem](#)
  - [Biggest investor event in Israel to showcase startup magic](#)
  - [Israeli Prof. uses breath samples to detect diseases like cancer, Parkinson's](#)
  - [Tel Aviv revolutionises city transportation with new \\$26M car-sharing service](#)
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## Exciting new business opportunities!

### EyeClick

EyeClick is seeking to partner with companies that provide IT services to retail and leisure outlets, family entertainment centres, shopping malls and hotels. EyeClick is a world leader in interactive media display solutions called BEAM. The company develops advanced, family-friendly interactive games that are projected on floors, tables or walls, and can be activated by the movement of hands or feet.

### Sensibo

Sensibo is seeking to partner with distributors for gadgets and electronic devices. Sensibo is a tiny device that easily connects air conditioners to the Internet, optimising temperature based on the user's pre-determined settings and making remote and manual adjustments unnecessary. The Sensibo device can be used with any air-conditioner that has a remote control.

### Greenroad

Greenroad is seeking to connect with fleet managers in the utility/automotive and/or oil and gas sectors. Greenroad's mobile platform and performance management experts equip companies with actionable data and personal guidance to optimise fleet and driver performance. Greenroad also helps organisation achieve sustainable improvement in their operating margins by lowering overall risk, fuel costs and vehicle maintenance.

[Contact](#) our office for more details.

The Business Opportunities range across industries. We are also able to source products or solutions for you if they are not featured in our listings. To view our current list of Business Opportunities, please click [here](#).

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## Exciting Events in 2017

- **Mobile World Congress, 27 February-2 March, Barcelona**
- **MEDinISRAEL, 6-9 March, Tel Aviv**
- **CyberWeek, 25-29 June, Tel Aviv**  
Cyberweek features 25 events and attracts 5000 attendees from Israel and around the world. It is the only cyber security event to attract a combination of industry executives, tech experts, academic scholars, start-ups, investors, diplomats, military officials and policy-makers. [Contact us](#) if you are interested in attending.
- **JOVELLA, 3-4 July, Tel Aviv**  
JOVELLA is the leading event for the Israeli jewellery industry, offering both domestic and foreign visitors an opportunity to view fresh and trendy designs. [Contact us](#) if you are interested in attending.
- **Water Technology and Environmental Control Exhibition & Conference (WATEC), 12-14 September, Tel Aviv**  
WATEC Israel 2017 offers a meeting place for manufacturers, researchers, investors, academics, purchasers and decision-makers representing both local and international businesses in the water industry. [Contact us](#) if you are

interested in attending.

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