



Israel-Australia Newsletter

September 2017

Dear Friends,

I'm excited to share with you our September edition with updates and articles on what's new with the Israeli economy, as well as an update on the Trade Commission's upcoming events in Israel.

But before I do, I have the pleasure of first introducing myself. My name is Shai Zarivatch and I'm the newly appointed Trade Commissioner to Australia. I arrived and assumed my new role in Sydney this week.



My position in Australia is my second career posting abroad after serving in Singapore between 2009-2013, where I was the head of the Economic and Trade Department at the Israeli embassy in Singapore.

Prior to moving to Australia, I managed the Europe Department at The Ministry of Economy's Foreign Trade Administration at our headquarters in Jerusalem.

Israel, a small country, has achieved a unique place within the global tech arena, and is famous for being a global center for knowledge creation and technology innovation, as well as renowned for its powerful entrepreneurial culture. Within this framework, our September edition will touch upon the upcoming DLD Tel Aviv Innovation Festival. In addition, recent successes in the Israeli pharmaceutical industry and opportunities in the Mobile and Fintech space.

I wish you a pleasant and interesting read and we are at your service for more detailed information, contacts and knowledge on the Israeli industry, its tech community, as well as business opportunities between Australia and Israel.

Sincerely,
Shai Zarivatch and The Team
@ the Israel Trade Commission

Sydney, Australia

In this edition:

DLD Tel Aviv Innovation Festival | Israeli Pharma Success Stories | Israeli Fintech Opportunities | Mobile and Fintech Innovation 2017, Israel | Leading News | Business Opportunities from Israel | Exciting Events in 2017

DLD Tel Aviv Innovation Festival



DLD, Israel's largest hi-tech conference, takes place every September. Thousands of hi-tech professionals, entrepreneurs, and investors from Israel and abroad gather for the prestigious international festival and conference dealing with innovation, digital media, science and culture.

The conference aims to lay the groundwork for future innovations and technological developments, offering professionals and senior executives in the global hi-tech industry a platform for exchanging ideas and networking.

Among the participants from Australia this year are representatives from the NSW government, who will be participating in DLD to learn from Israel's experience on how to build and grow an innovation ecosystem, and adopt it as an economic model that drives innovation, growth and jobs.

Made in Israel: Israeli Pharma Success Stories



In the past two months, two major acquisitions have shone spotlights on Israel's advanced pharmaceutical industry.

In July, Israeli pharmaceuticals company **NeuroDerm** Ltd was acquired for \$1.1 billion in cash by Mitsubishi Tanabe Pharma Corporation. This is the largest ever acquisition of an Israeli healthcare company, and one of the largest acquisitions of an Israeli company of any kind. NeuroDerm is a clinical stage pharmaceutical company developing drug-device combinations for central nervous system (CNS) disorders. Read more [here](#).

In August, **Kite Pharma** was acquired by Gilead Sciences for \$11.9 billion. The company is founded by Israeli-American oncologist Arie Beldegrun and its patents are based on research from Israel's Weizmann Institute. Kite Pharma is developing treatments that train a patient's own immune cells to attack the cancers in his or her body. Kite's pioneering product to cure blood cancer lymphoma could be approved by the U.S. FDA as early as the end of this year. Read more [here](#).

Israeli Fintech Opportunities

Sector Spread

300+

Innovative Technology Companies



● Start-ups ● Established/Revenue-Financed



Fintech is one of the fastest growing verticals in the Israeli start-up ecosystem and major global companies such as Visa, Citibank, and Amazon have established R&D centers in Israel in order to tap local talent, knowledge and expertise.

Earlier in June, our office participated in a Global Fintech Opportunities summit in Israel that explored how Israel can boost its fintech collaboration with a number of key markets, including Australia. We now have access to a database of around 300 Israeli companies in the field of fintech.

We invite all our readers to **get in touch** if they are interested in learning more about Israeli fintech business opportunities.

Some Israeli startups that are changing the fintech game include:

I Know First

I Know First provides daily securities, commodities and currencies forecasts based on an advanced self-learning algorithm powered by artificial intelligence, machine learning, artificial neural networks and genetic algorithms.

Supersmart

Supersmart has developed a mobile application that allows users to scan products as they load their carts, authenticate the contents of their carts, and pay, without ever having to stand in line for a cashier.

PayKey

PayKey works with banks to make it possible for their customers to send secure payments through any social network and messaging platform, such as Facebook Messenger, WhatsApp, Twitter, and more.

Forter

Forter has developed a fully automated fraud-prevention platform that avoids a cumbersome verification process for customers.

To learn more about top Israeli FinTech startups, check out this [infographic](#).

Mobile and Fintech Innovation 2017, Israel



Mobile & Fintech Innovation in Israel aims to create the perfect setting for leading Mobile and FinTech players, such as operators, device manufacturers, ISPs, IOT companies, Banks, Insurance companies and credit card companies, to explore breakthrough technologies based on their needs.

This event will take place from the 30th of October - 1st of November.

The two and a half day event will create opportunities for B2B meetings and networking, and allow participants to experience in-depth Israel's unique technology and innovation ecosystem.

Sectors covered include lending, payments, insurance, network, IoT and more.

Click to view the list of [featured Israeli companies](#) and [event agenda](#).

Expressions of interest are open [here](#). Participation in the event is exclusive and will be finalised by formal approval by the Israeli Trade Commission in Australia.

Links to Interesting News from Israel

- Israeli pharma co NeuroDerm sold for \$1.1b
- Report: Israel's GBG To 'Exit' For \$40M
- Why does 15% of the World's Investment in Cybersecurity go to Israel?
- Renault-Nissan to open Israel smart car incubator
- Mexichem buys 80% of Netafim for \$1.5b
- New Device Tailors Antibiotics To The Patient, Treats Infections Days Earlier
- Israeli auto-tech cos make their global presence felt
- New app orients visually impaired in malls, schools, hospitals
- Memory virtualization co ScaleMP raises \$10m
- Israeli co Tarya leads the P2P loan revolution
- Robot companion co Intuition Robotics raises \$14m
- AI fashion shopping co Syte.ai raises \$8m
- Haifa hospital tests first implant for heart failure
- Aiming High: Israeli Scientist Attempts To Kill Cancer Cells With Cannabis

Exciting new business opportunities!

Fourier Education

Fourier is seeking a distributor for science education equipment and education technology in Australia. Fourier Education has developed a science learning platform for K-12 that logs data from science experiments and other sensor-based activities. The data can be analysed on any device (mobile phone, laptop, desktop, tablet) and shared between students, teachers and parents. In this way, the science laboratory becomes not only computerized but also more interactive.

TADBIK

TADBIK is looking for opportunities for collaboration in the Animal ID segment. TADBIK's animal RFID tags are based on UHF technology, which enables readings to be taken at a distance instead of at close range, which may stress or disturb the animal. TADBIK's UHF animal tags are designed to withstand harsh outdoor conditions and are competitively priced.

NeoTop

NeoTop is seeking distributors/agents/customers in aquitech, government and mining. NeoTop has developed an innovative/modular floating cover system for water reservoirs that can reduce evaporation and decrease the growth of algae. NeoTop's solution is cost-efficient, easy to install and supports fish and aquaculture.

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](#).



Exciting Events in 2017

- **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. This dynamic event takes place every two years and is not to be missed!

- **TV Formats Conference, 12-14 September, Tel Aviv**
Israeli television formats have reached new heights in recent years, screened on TV networks worldwide. Weeks before the market opens in Cannes, international buyers are cordially invited to Israel to forge business relationships with leaders of the Israeli formats industry who will gather under one roof to share their creative ideas.

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