

Israel - Australia Newsletter

May 2018

Dear Friends,

This past month has put Israel once again 'front of mind' in world news, from cultural events such as Israel's victory of the Eurovision song contest in Portugal to the inauguration of the Embassy of the United States in Jerusalem practically recognizing Jerusalem as its official capital and paving the way for more countries to follow its steps by moving their embassies to Israel's capital as well.

Israel at 70, marks 70 years of outstanding social, geo-political, and certainly economic achievements made over the short time of its existence and progress: namely, fighting for its independence, establishing a democracy, absorption of immigration and building a world class industry and economy based on strong entrepreneurial skill, technology innovation, hard work and global thinking.

This year also shows the continued development and growth of economic ties and cooperation, trade and investments between Israel and Australia. More Israeli companies are coming to Australia realizing the vast market and numerous opportunities which exists for them in the land and market down-under. Conversely, more Australian corporates and businesses are going to Israel to get exposed first-hand to tech culture, innovative start-ups and entrepreneurs, the operation of Multi National Corporates R&D centers established in Israel - and building bridges and partnerships with each other.

There seemed to be no industrial sector, nor technology vector, that Israelis and Australians have not set commercial partnerships or joint co-investments in growing numbers the past few years, in medical sectors, the entire infinite spectrum of information technologies: Cyber Security, IoT, Blockchain, Fintech, Artificial Intelligence to Agritech, water and advanced energy technologies and others.

In the following newsletter, we take pleasure and pride in sharing about the latest missions led, and are leading, to Israel, discuss the recently launched Australian government initiative to develop the agriculture and food industry to a whole new level, open a window to Israel's thriving Automotive industry - technologies which will shape the future of mining and transportation broadly.

We invite you to read or newsletter published today and join us for the unique journey of building up Australia Israel business, commercial and economic ties so the past 70 years will serve as an introduction for the next 70 years of strong and valuable relations for future economic development through partnerships.

Sincerely,

Shai Zarivatch and the Team
@ The Israel Trade Commission
Sydney, Australia

In this edition:

Talking 2030 for Aussie Agri | Israel calling : NSW Landing Pad, AI and Machine Learning Mission | Israel continues to lead in cybersecurity | Autonomous driving in motion at Ecomotion | Leading News | Business Opportunities | Upcoming Events

Talking 2030 for Aussie Agri

On March 23rd, the Prime Minister Malcolm Turnbull launched a discussion paper which kicked off a national discussion over the initiative and vision to increase Australia's farm gate production by \$100bn from current \$63bn.

This outstanding ambitious planning initiative involves the National Farmers Federation with partnership and support of Telstra and KPMG as a corporate advisory board.

Some of the questions in the discussion paper were: What impact will electric and autonomous vehicles have on rural Australia? How can artificial intelligence disrupt the agriculture sector? How can blockchain support the agribusiness industry? Is cyber security a threat for agriculture? What impacts will IoT have on agribusiness? and What is the farm network of the future?

Due to the strength of its Agritech sector, some answers can perhaps be illuminated by observing what is happening in Israel. For example:

- **What impacts will IoT have on agribusiness?**

IoT can make agribusiness more competitive, more efficient and less wasteful. A related question is can every farm be connected to the Internet of Things by 2030?

This depends on whether Australian farmers can see the value in investing in IoT, which is partly a cultural willingness to adopt new technologies. This is certainly an area where we can look to Israel - its farmers are among the most tech savvy in the world. When the Trade Commission spoke to farmers in Israel in May, we heard from farmers themselves: "Everything is measured and scheduled, and the operations of the farm is almost completely done remotely"

- **What is the farm network of the future?**

This is where the multitudes of precision farming in Israel can shine: not just adopting technologies, but also the way at looking at current problems for unique IT solutions.

For example, **Trellis** looks at how creating greater certainty and coordination across the farm to store value chain can decrease food waste. Its mission is to close the gap between growers and food companies, by integrating the farm network much more closely with the food supply network.

Case study: Two countries making the desert bloom

Israel is known across the world for 'making the desert bloom'. Recently, this concept has also been done in Australia too as around 16% of Australia is classified as a desert area and 60% if its land mass is used for agricultural and farming purposes.

In 2016, in Port Augusta in South Australia, Sundrop Farm started using the desert sun to generate power using solar panels and desalinated water to grow tomatoes - enough to be a major supplier to Coles Supermarkets.

The disadvantages of growing in the desert has been turned into advantage a phenomenon which is not a secret nor new to Israel. Israeli desert farmers over the past decades have done something the rest of the world has not - reversed desertification. The desert, which covers about 60% of Israel's land mass too - shrunk, due to the farming practices developed and introduced over generations which has turned yellow sand into green soil.

As the Australian & NZ Agritech delegation in May learnt at the Vidor Visitor Center when visiting in May, cherry tomatoes and capsicum which are grown in this desert are the sweetest in the worlds markets, precisely due to the higher salinity in the water and soil in the desert.

Desert farming and sharing know-how, technologies and information between our agriculture industries represents yet another way our countries can partner.

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'Israel calling' : NSW Landing Pad, AI and Machine Learning Mission

Know of a startup who want to spend time in one of the most innovative global ecosystems with internally successful entrepreneurs?

The NSW government is bringing a delegation of startups to Israel, from 9-19 July, 2018, with a focus on AI and Machine Learning delegation.

This business acceleration program is done in partnership with the Austrade Landing Pad to.

Applications are now open and are closing on June 11.

[Click here, or on the image below, for the application portal.](#)

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Israel continues to lead in cybersecurity

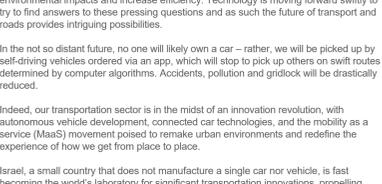
It is no secret that mounting cyber security threats jeopardize the security of nations national security, particularly their critical infrastructure and information systems – from power plants to water reservoirs to our railway systems and beyond – with potentially dire consequences for national security, economic security, and public health.

The United States' Framework for Improving Critical Infrastructure Cyber security and the European Union's NIS Directive underscore the international community's growing concern towards this emerging threat. And as entities take new steps to secure their critical infrastructure against cyber vulnerabilities, Israel is pioneering the development of technologies to combat these threats, both by introducing relevant technologies as well as mastering the art of national architecture and methodological defense.

Renowned for its vibrant tech ecosystem, Israeli innovation has long stood at the convergence of high-tech and security. The Israeli Intelligence Corps' elite Unit 8200 has served as a launching pad for many of the country's most esteemed technologists, and a look at some of Israel's cyber security companies underscores the Start-Up Nation's leadership in the space.

The Video below is a program exploring why Israel continues to dominate in cyber security capabilities - aired on Vice from HBO.

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Cyber-attacks not only threaten individuals' personal data and network security, they have serious ramifications that run deep into a country's core assets. From nuclear plants to the railways, critical infrastructure relies on connected networks – making it all the more important that robust security protocols are in place – and Israeli innovation is helping protect these assets the world over.

In June 15th-21st, the Trade Commission together with the Trans Tasman Business Circle will be bringing a delegation from Australia & NZ to Israel, which will be participating in the annual Cyber Week conference in Tel Aviv. The delegation will also explore the innovation Eco-system of Israel and meet with thought leaders of Israel's tech and innovation sectors.

If you are with a Cyber security business or a senior at Corporate and interested in Cyber Security technologies and start-ups then you are welcome to join us - reach out to us to express interest.

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Autonomous driving in motion for Ecomotion

As Australia's population grows and its cities infrastructures overloaded and crowded, challenges naturally arise about how to deal with congestion, minimize negative environmental impacts and increase efficiency. Technology is moving forward swiftly to try to find answers to these pressing questions and as such the future of transport and roads provides intriguing possibilities.

In the not so distant future, no one will likely own a car – rather, we will be picked up by self-driving vehicles ordered via an app, which will stop to pick up others on swift routes determined by computer algorithms. Accidents, pollution and gridlock will be drastically reduced.

Indeed, our transportation sector is in the midst of an innovation revolution, with autonomous vehicle development, connected car technologies, and the mobility as a service (MaaS) movement poised to remake urban environments and redefine the experience of how we get from place to place.

Israel, a small country that does not manufacture a single car nor vehicle, is fast becoming the world's laboratory for significant transportation innovations, propelling smart transportation forward with world-class research centers, entrepreneurialism, and substantial public investment.

On May 23, 2018 Automotive industry professionals from car manufacturers and government policy makers will convene in Tel Aviv for EcoMotion's 6th Main Event, where industry thought leaders will tackle key topics and trends in mobility, and over 100 Israeli startups will showcase how they're solving some of the automotive sector's biggest challenges.

Israel's fast lane to automotive innovation has also attracted top multinational firms to the country. Capitalizing on Israel's favorable investment climate, its highly educated workforce, and collaborative, innovative culture, leading automotive companies like General Motors (GM) and Daimler have set up R&D centers in Israel, while other tech giants seeking to wade into the mobility revolution have also looked to Israel. A prime example was Intel's 2017 acquisition of Mobileye, the developer of computer vision for advanced driver assistance systems, for \$15.3 billion. The question for the auto-tech industry in Israel is: can it sustain itself past outstanding successful achievements of Mobileye?

The interest in the EcoMotion event, with visitors from almost every major car manufacturer in the world, and the variety of companies to be at the show suggest not.

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Links to Interesting News from Israel

- **Biomed Confab Brings Out The Best In Israeli MedTech Innovation**
- **Converting chicken bones and diapers into chairs and pails**
- **Israeli auto-tech startups proliferate**
- **BP invests \$20m in Israeli fast-battery co StoreDot**
- **Israeli phone-monitoring app saves teen in Arizona**
- **New algorithm identifies fake users on social networks**
- **Need A Dinner Reservation? Israeli Tech Powers Google's New Human-Sounding Assistant To Book It**
- **TASE, Intel, The Floor Partner For First Blockchain-Based Securities Lending Platform**

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Exciting new business opportunities!

Fourier Education/ Einstein World

The EINSTEIN WORLD learning platform is an award winning holistic STEM solution which empowers teachers and inspires students (K-12) by providing an engaging science learning experience that unifies sensor-based experiments, interactive multimedia activities and user-friendly analysis applications. Fourier is interested in partnering in one of three ways: 1) Distributor who can sell the Einstein™ store; 3) Application developers who wish to develop new applications on the SDK.

Contact: CherryJ@fourierEDU.com to pursue further.

Servara

Servara Solutions LTD offers a cloud-based work force management software platform for B2B and B2C services and improves service operation efficiency through integrating schedule optimization, geo-location planning, predictive logic and performance tracking.

Servara are looking to find a professional service provider in Australia.

Contact: guy@servara.com to pursue further.

Biofeed

Biofeed is a global leader in developing and deploying a crop protection solution against fruit fly. Their fruit fly lure with highly effective slow fluid release technology, is controlled by gravity and is environmentally friendly as it is applied once a year and requires no spraying.

Biofeed is seeking distributors in agribusiness that specialize in crop protection.

Contact: BiofeedLtd@gmail.com to pursue further.

Pruvo

Pruvo offers a free post booking price optimization platform that enables users to keep track price drops after an initial hotel room reservation so that they can make a new, cheaper reservation to replace the initial booking. They are looking for partners, particularly in the airline industry.

Contact: doron@pruvo.net to pursue further.

Shopupz

Shopupz offers an integrated video to shopping experience, tailored to the UX and needs of any company with video marketing and commerce. It means that the call to action for online shoppers is that much more direct. Shopupz allows organisations with video marketing to provide a seamless shopping experience, from viewing to checkout, as well as measurement and analysis.

Contact: shiry@shopupz.com to pursue further.

CRiskCo AU Pty

CRiskCo provides risk as a service. The company streamlines grants and business loans applications by providing a fully automated cloud-based solution using Artificial Intelligence and automated underwriting.

CRiskCo has offices in Tel Aviv, Palo Alto, and Brisbane. CRiskCo recently signed a contract with QLD Government to support business grants recipients and looking to expand in Australia with partners who provide business credit as a loan, grant, or as a line of credit.

Contact: erez@criskco.com to learn more.

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Exciting upcoming events

- **International Water Emergency Relief Conference, 12-14 June, Tel Aviv**
This event focuses on the topic of water security and supply during emergencies, bringing together stakeholders for knowledge-sharing and simulations, while also ensuring exposure to disruptive technologies in the Israeli water industry.

- **Aus-NZ Delegation to CyberWeek in Israel, 15-21 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.

- **Israel HLS & CYBER 2018, 12-15 November, Tel Aviv**
The 5th International HLS & CYBER Conference is a biennial event that combines a comprehensive exhibition of the most recent technological advancements and the latest developments with insights from some of the leading international experts in the field.

- **The BRIDGE: Israel-Australia Investment Summit, November, Sydney**
The BRIDGE brings together leading investors, start-ups, companies and VCs to inspire, disrupt and connect our two innovation ecosystems, and is the premier event on the Israel-Australia calendar.

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