



## Israel - Coming in 2016

### ***Known as the “Start-Up Nation,” Israel has emerged as a global leader in innovation***

Through investments in innovation, Israel has progressed from a land of sand and swamp to a country that satisfies its own water needs and exports its technology and expertise worldwide. Companies looking to scout for emerging technologies or spot disruptive threats should be aware of activity there, as Israel is:

- On a per capita basis, the world leader in: start-ups, exits, NASDAQ traded companies, academic papers, technology licenses, etc.
- A flourishing innovation community: 3,500 start-ups in close proximity to 280 corporate R&D centers
- A leader in return on investment in innovation: high-tech exits climbed to \$5.29 billion in the first half of 2015, already 76% of the total seen in 2014

Following Israeli activity is also vital for understanding commercialization and market development. Israel is a hub of technology deployment, as it:

- Re-uses 75% of its water, the highest percentage of any country
- Operates the world’s largest desalination plant, at the lowest cost
- Realizes the highest efficiency crop yield
- Uses solar energy to heat water in 90% of households

## Meet With Global Leaders in Innovation

The Lux Research Innovation Tour to Israel will connect senior executives from corporate strategy, technology scouting, new business development, and venture capital functions to Israel's most successful innovators, investors and entrepreneurs. The itinerary includes private meetings with Israel's top industry leaders and policy makers, technology incubators, technology transfer offices at leading universities, as well as inspiring presentations and demonstrations from potential start-up partners.

The trip will provide a robust learning environment and a lively exchange of ideas with fellow participants and Israeli colleagues, to help meet objectives such as:

- Developing relationships for business development, investment, R&D collaboration and licensing
- Learning best practices regarding spurring innovation: cluster development, accelerators, R&D centers and go-to-market strategies
- Understanding and attracting Israeli start-ups as potential partners as their technologies become ready to commercialize and globalize

## A Comprehensive Itinerary

The trip will explore Israeli success from research to startup, adoption, and global expansion. The itinerary will be customized to meet the interests of trip participants, but focus areas may include:

- Government's role in fostering innovation and specific industry growth
- University innovation and technology transfer offices (Weizmann Institute, Technion)
- Investment models (VC's, angels, crowdfunding, government R&D funding, accelerators and incubators)
- The role of the military in creating an innovation ecosystem
- Startup showcases
- Strategies for reaching global markets
- Partnership opportunities
- Lessons learned from corporate R&D centers in semiconductors and IT (Google, Microsoft, IBM, Intel, etc.)

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