



Israel - March 5 - 9, 2016

## ***Where Information Meets Matter - Global Executives Meet Leading Israeli IoT Start-Ups***

*Known as the "Start-Up Nation," Israel has emerged as a global leader in innovation specifically in the fast growing field of Information Meets Matter (IMM)*

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 specifically vital in the Information Meets Matter area as Israel is a hub of leading start-up companies that span across sensors, connected objects, data platforms, cyber security and 3D Printing. This diversity is somewhat mystified under the name IoT (Internet of Things).

The tour is designed to demystify the large IoT area into concrete tangible technologies that make business sense, and introduce the startups that commercialize those technologies. It is built through the lens of companies that would like to learn from the experience of other multinational companies that already have an R&D presence in Israel.

## Meet With Global Leaders in IoT

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The Lux Research Innovation Tour to Israel will connect 25 senior executives from corporate strategy, technology scouting, new business development, and venture capital functions to Israel's most successful innovators, investors and entrepreneurs active in the IoT space. The itinerary includes meetings with Israel's top industry leaders, sharing the experiences of multinational companies that have built R&D centers in Israel, as well as meeting policy makers, technology incubators, and technology transfer offices. The agenda reflects 4+ days with the most inspiring of 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 to spur 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

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The trip will explore Israeli success from research to start-up, adoption, and global expansion. The itinerary will be customized to meet the interests of trip participants, including 1:1 meetings between delegates and the Israeli start-up companies, investors and innovators. Focus areas include:

- Automotive and Transportation
- Cyber Security
- Smart Manufacturing
- Gadgets and Smart Homes
- Hardware: Sensors, Processors and Batteries
- The experience of multinational companies with R&D activities in Israel
- Investment models (VC's, angels, crowdfunding, government R&D funding, accelerators and incubators)
- The role of the government, universities and the military in creating an innovation ecosystem

## Request an Invitation

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