Israel - Australia Newsletter
January 2018

Dear Friends,

The Israel Trade Commission in Australia is truly happy and excited to start the new year of 2018 with updates on the plans, initiatives and projects that we will be promoting this year.

The past year has been a remarkably successful one. It was highlighted by the first ever reciprocal visits of Prime Minister Netanyahu to Australia in February and Prime Minister Malcolm Turnbull to Israel in October/November 2017. These visits signify the importance our leaders see in strengthening the overall economic and trade relations between our two countries and establishing connections to enhance cooperation in technology innovation across a diverse range of sectors, with special attention given to Cyber Security, Agricultural Technologies, Mutual Investments and Cooperation in R&D.

This edition previews the numerous exciting projects we will be promoting in the first half of the year in the fields of retail, cyber security, mobile/IoT, and agriculture. We are preparing to host two incoming Israeli business groups to Australia in the fields of retail technologies and cyber security in February and March. There are also opportunities to meet with Israeli companies at Mobile World Congress in Barcelona at the end of Feburary, where we have 65 top technology companies exhibiting under the Israeli National Pavilion. Furthermore, we intend to lead an Aus/NZ trade mission to Agritech Israel 2018 in May, one of the world's premier exhibitions in the field of agricultural technologies

In 2018, we will also be bringing back The Bridge: Israel-Australia Investment Summit to showcase the latest innovations from Israel. The Israeli hi-tech industry continues to thrive, with Israeli hi-tech exits in 2017 totaling $7.44 billion and Israeli start-ups raising over $5 billion in 2017, surpassing the $4.8 billion raised in 2016, which was itself a record.

Photos from our special business seminar in December 2017 to launch the NSW-Israel R&D and Technological Program are also included in this edition.

Stay tuned for more information on our activities later in the year. Other fields we will focus on are Homeland Security, Tech/Start-ups and investments in Israeli innovation. We welcome all interested parties to get in touch via email or on (02) 9388 0382.

Sincerely,

Shai Zarivatch and the Team
@ The Israel Trade Commission

Sydney, Australia

In this edition:
Israel @ Mobile World Congress, Barcelona | Israel @ Inside Retail Live, Melbourne | Israeli Cyber Security Roadshow in Australia | Australian Delegation to Agritech Israel | Spotlight on Israeli AgTech: Israel as a Trailblazer | NSW-Israel R&D and Technological Cooperation Program | Leading News | Business Opportunities from Israel | Exciting Events in 2018

Meet with Innovative Israeli Companies at Mobile World Congress, Barcelona

A whopping **65** premier Israeli Telecommunications and IoT companies will be exhibiting under the Israel national pavilion at Mobile World Congress (MWC) 2018, held between 26 February – 1 March, 2018 in Barcelona, Spain.

As a global leader in mobile telecommunications, Israel will be presenting a spectrum of advanced solutions tailored to carriers, content providers, app stores, enterprises and users.

The Israel Pavilion highlights infrastructure and support hardware & software that enable efficient conversion to the latest LTE networks, while optimising and virtualising the performance of current systems, thus maximizing operator revenue.

Israeli companies will also demonstrate solutions from a wide variety of IoT verticals such as: Cyber, mHealth, Transportation, Education, Smart city, Smart Home and many more.

The Israel pavilion will also feature content, roaming, and cloud technologies.

Our office is working to schedule 1:1 tailored business meetings between Australian visitors to the show and the participating Israeli companies.

To view the mini-site with exhibitor profiles, please click here.

You can also download the complete exhibitor catalogue, catalogue of IoT solutions, and investor catalogue.

We encourage any Australian company that is planning to attend MWC to contact us to learn about Israeli technologies that can add value to their business.

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Meet with Innovative Israeli Companies at Inside Retail Live, Melbourne

Meet with innovative Israeli companies at the Israeli National Pavilion at Inside Retail Live, to take place from the 28th of February - 2nd of March in Melbourne.

The Israeli National Pavilion will be located at Stands 109-112. Our office is working to set up tailored 1:1 meetings with Israeli companies for representatives from leading Australian retailers that are attending the show.

Read more about the exhibiting Israeli companies below.

Barilliance
Website Personalisation for Online Stores
Barilliance helps e-commerce sites of any size increase sales and conversion rates by providing visitors with a personalised omni-channel shopping experience. The company's e-commerce suite includes cross-channel tailored product

recommendations, behavior-triggered emails, and real-time onsite personalisation.

Bringg
Customer-Centric Logistics Technology Platform for Enterprises
Bringg Ltd. is a customer-centric logistics solution that enables companies to match Amazon's logistical excellence by streamlining the delivery of goods and services. Bringg's open SaaS platform is simple to use and includes web-based applications for management and dispatch, mobile apps for drivers and service people, and a branded mobile experience for customers.

Feelter
Leveraging Social Media Content
Feelter is a simple plug-in designed for the eCommerce market that directs social media content to the user's site in order to increase conversion rates. Feelter enables its users to provide their customers with relevant, user-generated images and videos to shorten the customer decision cycle and increase sales.

Forter
Fraud Prevention for E-Commerce
Forter has developed a fully automated fraud-prevention platform that replaces traditionally cumbersome verification processes for customers. Its triple-layered technology observes models and anomalies in online user behavior, learning from every transaction to distinguish between authenticity and fraud, producing an immediate approve/decline decision.
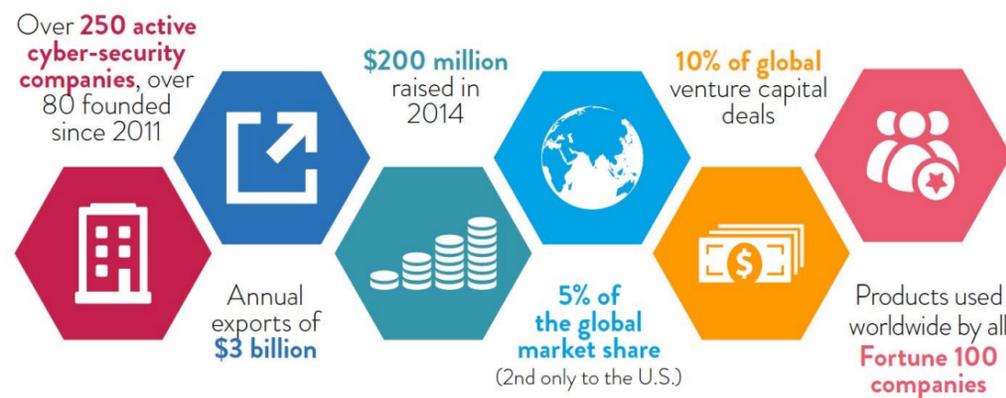
Howazit
Customer Communication Platform
Howazit is a smart and simple end-to-end customer communication platform. Its holistic, customer-centric, mobile-first approach allows businesses to communicate with customers to enhance customer satisfaction, loyalty, engagement, and sales.

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Cyber Security Roadshow

Israel is paving the way.

Over **250 active cyber-security companies**, over 80 founded since 2011

Annual exports of **$3 billion**

$200 million raised in 2014

5% of the global market share (2nd only to the U.S.)

10% of global venture capital deals

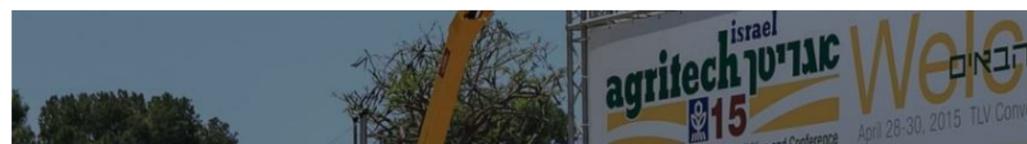Products used worldwide by all **Fortune 100 companies**

The Israel Trade Commission will be hosting a group of 20 Israeli Cyber Security companies in Australia from the 11th-16th of March.

The companies will be participating in a roadshow in Sydney and Melbourne, and demonstrating a suite of advanced IT and Cyber Security solutions and technologies. They will be meeting with major companies from the financial services, energy and utilities, and telecommunications industries.

We will also be holding invitation-only business seminars in Sydney and Melbourne that focus on knowledge sharing, technological cooperation and business opportunities for both sides. Please be in touch if you would like to be involved on (02) 9388 0382 or via email.

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Join the delegation to Agritech 2018!

We warmly invite you to join our delegation to Agritech Israel 2018.

Agritech Israel 2018, the 20th International Agricultural Technology Exhibition, is one of the world's premier exhibitions in the field of agricultural technologies. The exhibition will take place from **May 8-10, 2018** at the Israel Trade Fairs and Convention Center in Tel Aviv.

To view the event brochure, please click here.

For the full exhibitor list, click here.

For the conference program, click here.

We invite our friends from all agricultural sectors to join us as exhibitors, visitors, and participants in the professional conference, exhibition, and site tours to be held during the event.

The professional conference will be devoted entirely to the challenges related to agriculture on the edge of the desert and its achievements. Topics to be addressed include strategies for water management, soil challenges, "smart" agriculture, crop and livestock adaptation, and more.
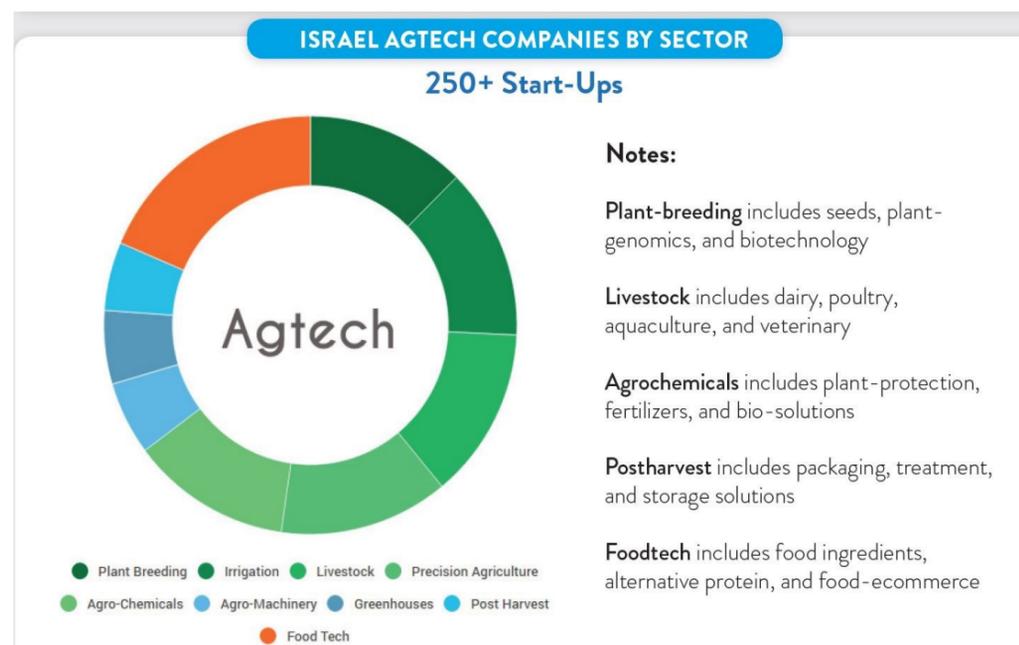
A special area at the exhibition, the "Innovation Pavilion", is being dedicated to display the latest developments and most innovative technology in the Israeli agricultural industry.

At the last Agritech Israel exhibition, there were over 200 exhibitors.and 35 000 visitors from Israel and around the world.

Our office will be holding special business seminars on the Israeli agtech industry in February and March in Australia and New Zealand. Register your interest to attend a seminar and stay tuned for updates.

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Spotlight on Israeli AgTech: Israel as a Trailblazer

Why Israel?
No other single country – certainly not one as young and as tiny as Israel – has contributed more breakthroughs in this area than Israel. Since the 1950s, Israelis have

not only been finding miraculous ways to green their own desert but have shared their discoveries far and wide through channels including MASHAV, Israel's Agency for International Development Cooperation at the Ministry of Foreign Affairs.

Greenhouse Technology
One of the biggest achievements of Israeli agriculture has been the ability of farmers to utilise the country's desert areas as greenhouses.

Water Technologies
While the concept of drip irrigation existed well before Israeli statehood, it was revolutionized by Israeli water engineer Simcha Blass, who serendipitously discovered that a slow and balanced drip led to remarkable growth. Israel is also the only country that collects dew from the air, reducing the water needed by crops or trees by up to 50 percent.

Grains
Israeli-designed GrainPro Cocoons provide a surprisingly simple and cheap way for African and Asian farmers to keep their grain market-fresh.

Biological Pest Control
On Kibbutz Sde Eliyahu, a company called Bio-Bee breeds beneficial insects and mites for biological pest control and bumblebees for natural pollination in greenhouses and open fields.

Crop Protection
Two years ago, Hebrew University's tech-transfer company teamed with Makhteshim Agan, a world leader in crop protection products, to develop and commercialize slow-release herbicides and a targeted insecticide that doesn't harm beneficial insects.

Aquaculture
Overfishing is a serious threat to the food supply, a grave situation since fish is the main source of protein for hundreds of millions of people. But what if fish could be raised virtually anywhere, even in the desert? That is just what the Israel's GFA (Grow Fish Anywhere) Advanced Systems has made possible.

Download your own free copy of the Israel Agritech market map to view the spectrum of technologies developed in Israel.

There will be a special area at Agritech Israel 2018, the "Innovation Pavilion", that is dedicated to displaying the latest developments and most innovative technology in the Israeli agricultural industry.

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NSW-Israel R&D and Technological Cooperation Program

Photos taken at our special business seminar to launch the NSW-Israel R&D and Technological Innovation Program, held in partnership with the NSW government and the ASX. Click for more photos

The NSW-Israel Research & Development (R&D) and Technological Innovation Program provides funding to assist NSW and Israel entities to cooperate on joint R&D

projects.

The New South Wales (NSW) Department of Industry will contribute up to 50% of total NSW project costs to a maximum of $AUD250,000 as a grant.

Applicants in the first round will receive notice as to whether or not they will progress to Stage 2 later this month. The program will re-open in March/April 2018 for a second round of applications.

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Links to Interesting News from Israel

- Israeli Companies Sold For Whopping $23 Billion In 2017
- 8 exciting Israeli gadgets hitting the market in 2018
- 13 of the biggest health breakthroughs in Israel in 2017
- Israeli MedTech Startup Partners With GE Healthcare To Help Doctors Assess Stroke
- Israeli Mobile Marketing Platform YouAppi Leads Deloitte's Fast 50 List
- How One Israeli Company Is Staying A Step Ahead of Malicious UAVs
- Colonoscopy prep device co Motus GI plans Nasdaq IPO
- Israeli Patient Is World's First To Receive Lab-Grown Bone Implant From Own Fat Cells
- Cortica is developing AI for the autonomous car
- How Argus drove to the exit
- Israeli cybersecurity co AlgoSec raises $36m
- Pairing smartwatch sensors with psychology to quit smoking
- Israeli Textile Designer Reshapes Fashion Tech With 3D Pen For Kids
- Israeli Startup Develops Autonomous 'Safety' Drone
- Israeli Startup's 'Smart' Socks Set To Hit Market in 2018
- 5 Innovative Israeli Search-And-Rescue Technologies That Have Our Backs
- Sirin Labs Signs Soccer Star Messi As Brand Ambassador
- Fresh Food Monitoring Start-Up Uses Intelligent Date Code Technology

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Exciting new business opportunities!

mPrest
mPrest is seeking to partner with Australian IT system integrators that support companies with critical infrastructure assets. mPrest is a leading provider of monitoring, control and analytical software for the Industrial Internet of Things (IoT), Homeland Security and Defense sectors. mPrest's technology is a 'system of systems' that can easily integrate data from a very wide range of disparate devices and be adapted to different requirements, delivering an unprecedented situational awareness, together with real-time incident response.

4id Education
4id Education is seeking to partner with edtech distributors for special needs schools. 4ID Education is Israel's largest developer and content provider for the special needs market since 1999, providing comprehensive solutions for special needs children in Israel and worldwide.

ABL Technologies
ABL is seeking a distributor for their range of dairy equipment and packing machines. ABL Technologies provides solutions for dairy farms and manufactures ice cream machines, dairy processing equipment, meat processing machines, vegetable processing equipment, fruit processing equipment, and packing machinery.

Golan Plastic Products
Golan Plastic Products is seeking distributors for the mining and chemical industries. Golan is a world leader in providing comprehensive solutions for the transportation of