Israel - Australia Newsletter
July 2016

Dear Friends and Colleagues,

In this issue we would like to share with you some of our current initiatives, as well as upcoming events and delegations.

This week, we held the first **Israel-Australia Cyber Security Dialogue**, together with the newly established Australian Cyber Security Growth Centre and its two co-chairmen, Adrian Turner and Doug Elix. This dialogue was a great opportunity to share policies, vision and to discuss challenges in that sector.
The dialogue coincided with the visit of a delegation of CEO's from innovative Israeli cyber security companies.

In September, we will be holding the first International Airline Innovation Day jointly with the Innovation Circle. This Innovation Day will bring together leading airlines for a discussion on innovation and technology in the industry and will showcase Israeli solutions for airlines. Several Israeli companies will present their technologies to the airline's executives.

This year the DLD Inovation Festival taking place in Tel Aviv at the end of September will see several Australian delegations participating. We will be taking a number of delegations for what is known as the coolest and most interesting innovation event in Israel.

In our next newsletter we will focus on the second BRIDGE Summit. in the meantime just save the dates; 8-9 November in Sydney, with inspiring Israeli speakers.

Regards,

Ethy Levy and the Team
Israel Trade Commission, Sydney, Australia

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First Israel-Australia Cyber Security Dialogue

On Monday the 25th of July, the first Israel Australia Cyber Dialogue was convened by the Israel Trade Commission and the recently established Australian Cyber Security Growth Centre.

The Dialogue was the Growth Centre's first event since its recommended formation by the Federal Government following the release of the National Innovation and Science Agenda Report in December 2015.

During the Dialogue, leaders from the Australian and Israeli industries of cyber security had the opportunity to meet and discuss similarities and differences in the development and trajectories of their respective cyber communities.

The discussion focused on the government's role in providing a framework and regulations for developing the industry. In this field, Australia can draw lessons from Israel's experience when developing its new cyber initiatives.

Australian government representatives included the joint chairs of the Cyber Security Growth Centre, Adrian Turner and Doug Elix, as well as the Special Advisor on Cyber Security to the Prime Minister of Australia, Alistair McGibbon.

Leading figures from the Australian cyber security private sector were also represented, and included the Commonwealth Bank's Chief Information Security Officer Ben Hayes, CISCO's Head of Cybersecurity Gary Hale, as well as senior representatives from IBM amongst others.

The Israeli sector was represented by Ethy Levy, the Israel Trade Commissioner, Richard Vesely, Senior Director of Trade Development in charge of the Cyber Security industry, as well as CEOs from six innovative Israeli cyber security startups who brought unique viewpoints on their own sub-sectors of expertise. The companies were ACID Technologies, CommuniTake Technologies, Cyberbit, CyberHat, SecuredTouch and Votiro.

The Dialogue created a very open and positive framework for discussion and exchange of ideas. We can certainly expect additional discussions in the future.

Cyber Security Delegation

The Israel Trade Commission hosted a Cyber Security Delegation from Israel on the 25th-27th of July. The visit coincided with the first Israel Australia Cyber Dialogue and delegates participated in a series of meetings and events in Sydney and Melbourne.

This was the second delegation from Israeli cybersecurity companies in the last 12 months, and for many participating Israeli companies, it was their first interaction with the Australian market.

The delegation met with the security teams from the four major Australian banks, as well as AMP and Telstra.

The participating Israeli companies are all startups in the cyber field and have all realized the growth potential that exists in the Australian cyber security market.

The feedback form the Australian companies was extremely positive, and several deals have already been initiated following the visit.

The delegation consisted of 6 Israeli companies;
ACID Technologies - Threat detection system that would alert users to threats when they first emerge, in real-time. Open for Investment
CommuniTake Technologies - They have a mobile security platform that unifies hardened mobile device, custom security-rich mobile operating system, central command and governance center, robust Omni-channel support, and remote control technology. Looking for representation in the Australian market.
Cyberbit - Solutions in SOC management and real time decision support (MnR), SCADA network insights and security (SCADA AnD) and cyber security training (TnS).
CyberHat - CyberHat specializes in cyber defense, intelligence, Cyber and IT security assessments, reviews, Hacking, Monitoring and a wide range of professional and technical services.
SecuredTouch - cutting edge platform which enables a seamless and persistent identity verification for mobile apps and websites based on users' behavioral metrics combining advanced algorithms and machine learning.
Votiro - essential protection against undisclosed and zero-day exploits utilized in cyber-attacks. The company's Secure Email Gateway provides a robust process and patented anti-exploit technology for cleansing incoming files from potential cyber-threats.

This delegation was in the lead up to **HLS Israel 14-17 November**. HLS is the meeting point of the Cyber Security and HomeLand Security industries in Israel. For more information on this, please contact our office.

International Airlines Innovation Day

Initiated by the Israel Trade Commission, the First International Airlines Innovation Day will take place in Sydney on the 13th of September. The event brings together leading international airlines and Israeli technology providers for a discussion around innovation and technology in the airline industry. This event is in partnership with the Innovation Circle.

Each attending airline will have the opportunity to present and share their experience with innovative technologies they have adopted.

There will also be presentations on a range of innovative solutions for airlines that have been developed in Israel.

The event will feature technologies from different areas such as customer engagement, in-flight entertainment, noise reduction and more.

DLD Tel Aviv Innovation Festival

The Israel Trade Commission is organising an Australian delegation to the DLD Tel Aviv Innovation Festival, attended by Telstra's start-up incubator Muru-D, Visy and others.

The Festival will be held from September 25th -29th and includes the DLD Tel Aviv Digital Conference.

Participants have the incredible opportunity to interact with and learn from the best companies, techies, startups, designers and creators in Israel and from around the world, in the very heart of Israel's start-up ecosystem.

Contact our office for more details.

Agrivest Israel

AGRIVEST™

27 September 2016, 9:00 to 19:00

WIX Auditorium, Weizmann Institute of Science, Rehovot, Israel

AgriVest Israel is an exciting industry event hosted by Trendlines Agtech and Greensoil Investment, to take place in Rehovot, Israel on 27 September 2016.

The one day event showcases the most exciting early-stage Israeli agtech companies and is an opportunity for attendees to participate in discussions on how to leverage the best of agricultural innovation, and network with industry experts, investors and other players from Israel and around the world.

This is a fantastic opportunity for investors to learn how to tap into the global growth opportunities presented by Israeli agritech businesses and form connections with leaders in the industry.

Contact our office for more details and to register.

Links to Interesting News from Israel

- Israeli enterprise mobility company Capriza raises $23m
- Israeli startup Bringoz plans to revolutionize shipping
- Feeding the world: Could Israeli agtech startups end world hunger?
- Israeli startup SuperMeat grows chicken meat in a lab
- 12 aging-tech Israeli startups to watch
- Israeli company Ayala purifies greywater using plants
- Israel's Aquarius Engines designs super hybrid car
- El Al and JetBlue to launch accelerator for aviation and tourism startups
- Israeli gift card marketplace co Zeek raises $9.5m
- Israeli EdTech co SlateScience raises $45m

Exciting new business opportunities!

APEO

APEO is seeking customers in Australia for their free software, relevant to news sources, bloggers, journalists, activists, event hosts and more. APEO is a leading Israeli company that has free polling software, designed specifically for social media channels.

StarCom Systems

Starcom Systems is seeking distributors for their solutions in Australia and New Zealand. Starcom Systems offers real time tracking systems for fleet management and security applications of the vehicle and driver, containers monitoring, merchandise tracking and management, and a personal locator for the protection of individuals.

DryGair Greenhouse Dehumidifiers

DyGair is seeking an experienced distribution partner in Australia. DryGair was established in 2010 in order to design, develop and market an efficient and environment friendly dehumidification solution for the humidity problem in greenhouses. The patented solution enables the grower to maximize the control of the climate conditions (moisture and temperature) in the greenhouse and to reduce the humidity.

Miltel Communications Ltd.

Miltel are seeking local partners for their meter reading and data transmission technology in meter manufacturing and distribution (water, gas, electricity) and system integration. Miltel has developed a series of commercial applications based upon their proprietary Data Acquisition and Transport ("DAT") technology. DAT is a wireless communications technology that is adaptable to local radio regulations, and which can be utilized in a wide variety of applications.

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

Upcoming Events

- **International Airline Innovation Day, 13 September, Sydney**
- **DLD Tel Aviv Innovation Festival, 24 - 29 September**
- **Agrivest Israel, 27 Septermber, Tel Aviv**
- **The BRIDGE: Israel-Australia Investment Summit 2016, 8-9 November, Sydney, Australia**
- **HLS Israel, Cyber Security and HomeLand Security Conference and Exhibition, 14-17 November, Tel Aviv**