



Israel - Australia Newsletter

August-September 2016

Dear Friends and Colleagues,

In this issue we would like to share with you exciting news about The BRIDGE 2016, the premier Israel-Australia Investment Summit.

The BRIDGE is an opportunity to connect Australians with the Israeli innovation ecosystem, and was initiated last year by the Israel Trade Commission to meet the interest of Australian investors

Last year, the summit sparked hundreds of connections and resulted in multi-million dollars worth of deals.

This year's summit is even more promising with inspiring speakers such as Dov Moran, the man who invented the USB key and one of Israel's best known investors and entrepreneurs, Professor Amnon Shashua, whose company Mobileye aims to make the driverless car a reality, Eugene Kandel, the former Economics Advisor to the Israeli Prime Minister, and many others.

We will also showcase disruptive start-ups in AI, Robotics, AR/VR, HealthTech and more so if you are looking to INSPIRE - DISRUPT - CONNECT, The BRIDGE is the place to be.

Registrations to this invite-only event are now open. To request an invite, please [click here](#).

In addition, we will be taking 4 delegations from Australia and New Zealand to the DLD Tel Aviv Innovation Festival in September. Keep an eye out for updates on our website.

Sincerely,

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



In this edition:

Speaker Profiles | Companies To Meet at The BRIDGE | The Second Real Live Elevator Pitch Competition! | Leading News | Business Opportunities from Israel | Upcoming Events

Speaker Profiles



Meet some of our exciting speakers for this year:

Dov Moran is Managing Partner of Grove Venture Capital and one of Israel's most prominent hi-tech leaders, entrepreneurs and investors. **He is best known for inventing the USB memory stick.** Dov was a Founder and CEO of M-Systems, a world leader in the flash data storage market. Under Dov's leadership, M-Systems grew to \$1B revenue and was acquired by SanDisk Corp for \$1.6B., one of the biggest acquisitions in Israel.

Professor Amnon Shashua is the co-founder of Mobileye and OrCam, and an expert in computer vision and machine learning. Mobileye driving assistance use systems-on-chip and computer vision algorithms for detecting pedestrians, vehicles, and traffic signs, and is moving forward on autonomous driving technology. Mobileye's IPO on the NYSE was the biggest Israeli IPO ever, raising \$1B at a market cap of \$5.3B. The company is partnering with the BMW Group and Intel to make a self-driving car a reality by 2021.

Eugene Kandel is the CEO of Start-Up Nation Central, a non-profit dedicated to strengthening Israel's innovation ecosystem. He has formerly served as the Head of the National Economic Council, where he identified innovation as a key driver for the growth of the Israeli economy. He has also served as Economic Adviser to the Prime Minister of Israel, and was instrumental in spearheading bilateral economic cooperation between Israel and China, the United States, Germany and Canada.

Cecile Bliliou is the Founder and Managing Partner at Impact First Investments, Israel's first impact venture fund. Impact First is exclusively focused on investing in technology companies that are creating innovative ways to address global social challenges through new ideas, technologies and business models. Prior to founding Impact First, Cecile managed the Noaber Foundation's Israeli investments for over 14 years, and has extensive hands-on management experience with high-tech start-ups.

Nagraj Kashyap is Corporate VP and Global Head at Microsoft Ventures, which has a presence in Tel Aviv. Nagraj has over 20 years of experience in mobile and software with an emphasis on venture capital. At The BRIDGE, he will be presenting his insights on the Israeli innovation ecosystem and why the country is the 'go-to' place for corporate venturing efforts.

Hillel Milo is one of the pioneers of the venture capital industry in Israel. He has extensive investment experience with Israeli hi-tech companies and is personally responsible for over twenty exits. In 2008 he cofounded Aquagro Fund, a \$50 million cleantech fund with investments in nine companies in the areas of water, smart agriculture and renewable energy. The Fund has made three exits to date.

Hot Israeli Start-ups to Meet at The BRIDGE



EIMinda aims to create a paradigm shift in managing brain disorders and injuries. It has developed a high-resolution visual imaging technology platform that monitors and evaluates the state of the brain, and changes in brain activity.

EQUInom is one of Israel's most exciting agritech companies, with expertise in breeding sesame and quinoa. The company raised \$1.25 million in early 2016 and are undertaking a project to introduce sesame crops in Australia. EQUInom's advanced seed breeding technology allows it to grow sturdier and healthier crop varieties that can be machine harvested.

AirRobotics develops drones that operate autonomously, and which are particularly suited for carrying out industrial tasks in complex industries such as mining, oil and gas, and seaports. The company launched publicly in June 2016 and has already raised \$28.5 million, with support from a wide range of investors including the Israeli Chief Scientist's Office, UpWest Labs.

Travelers Box offers travellers an innovative way to get rid of their unused foreign currency. Users are able to deposit their currency into an online account to redeem gift cards from leading brands like Starbucks, GooglePlay, Skype, iTunes and others.

The Second Real Live Elevator Pitch Competition!



The real elevator pitch is back and it's your chance to win!

The competition, in partnership with Business Events Sydney, will take place during the week of The BRIDGE investment summit in Sydney.

Set in a glass elevator overlooking scenic Sydney, six Israeli and six Aussie startups will need to be ready to give their best pitch to real investors in the brief amount of time they have.

The pitches will be screened to the entire audience at The BRIDGE, who will vote for the most impressive startups of 2016. The winner will be announced during the cocktail party on the day of the event.

Attendees will also have the opportunity to have one-on-one meetings with the presenting start-ups.

To apply to participate in the competition, please click [here](#).

Last year, Israeli **Genie's Cooking Capsules (Kitchen in a box)** and Australia's **Makers Empire - world's easiest to use 3D printing software** took top honours.

To see the highlights from last year, please click [here](#).

Links to Interesting News from Israel

- Skin Cancer Breakthrough: Melanoma Cure Within Reach
- Kaltura Raises \$50M to 'Videofy' the World
- Israelis Manage Olympic Security Budget of \$2.2B
- Israeli Start-Up Nano Textile Aims To Conquer Hospital-Acquired Infections
- FDA Approves Israel's EyeYon Corneal Edema Treatment

- Israeli Researchers Find Way To Spot Tumor Cells Invading The Brain At An Early Stage
- Uber Buys Israeli Self-Driving Truck Co. Otto For \$680M
- Delivering The Goods: Israel Leads The Way In Drone Innovation
- Israel's Home Run Ventures brings innovation to sportstech
- 12 Incredible Sensor Technologies Developed In Israel
- Israeli Co HomeBiogas Turns Waste Into Cooking Gas

Exciting new business opportunities!

WebyClip

WebyClip is seeking to partner with online travel and e-commerce companies in Australia. WebyClip helps digital merchants deliver rich product discovery experiences by embedding video content on product and destination pages, leading to better customer engagement and buyer conversion rates.

Sunzee

Sunzee is seeking a major partner and distributor in Australia for their unique sunscreen dispensing wearable wristband. The SunZee wristband is a fashionable and compact band that targets the outdoor sports market. Sunscreen is easily dispensed through a smart capsule embedded in the wristband for access wherever you go.

Chic Cosmetic Industries

Chic Cosmetics is seeking distributors for their diverse range of beauty care products, and is also offering solutions tailored to distributors' needs. Chic Cosmetics develops, manufactures and markets a unique range of products that includes organic skincare products made from Dead Sea minerals, anti-aging skin solutions, make-up, nail polish and long-lasting deodorants.

Chameleon Smart Media

Chameleon Smart Media is seeking to connect with entities in the field of children's education, such as elementary school networks and educational agencies.

Chameleon Smart Media is a production house that specialises in the creation of supplemental educational digital content for children. They have developed a digital story book that aims to advance children's cognitive abilities, and which can easily be integrated in classroom settings.

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 current list of Business Opportunities, please click [here](#).



Upcoming Events

- **International Airline Innovation Day, 13 September, Sydney**
- **Delegation to DLD Tel Aviv Innovation Festival, 24 - 29 September**
If you are heading to the DLD Innovation Festival make sure to **contact us** and join the Australian and New Zealand delegation.
- **Agrivest Israel, 27 September, Tel Aviv**
- **The BRIDGE: Israel-Australia Investment Summit 2016, 8-9 November, Sydney, Australia**
- **Delegation to HLS Israel, Cyber Security and HomeLand Security Conference and Exhibition, 14-17 November, Tel Aviv**
If you are heading to the conference, make sure to **contact us** to join the delegation.
- **Eilat-Eilat Clean Energy Conference, 27-29 November, Eilat**

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