

MEETING THE GLOBAL WATER CHALLENGE

Israeli Innovation “Making the Desert Bloom”



Rising World
Population



Global
Warming



Exponential
Urbanization



Decreased Supply
of Drinking Water



Massive Water Shortages

Statistics:

In the last century, global demand for water has increased **sixfold—more than double the rate of population growth.**

“Meeting the World’s Water Challenges,” PwC (2013), 5.

2.8 billion people already live in water-stressed areas—could rise to two-thirds of the world’s population by 2025.

At current rate, **water demand will outstrip supply 40% by 2030.**

“An Overview of Smart Water Networks,” American Water Works Association (2014), 68.

Total cost of NRW: **\$14 billion per year** (mega-cities accounts for 25%)

“The Challenge of Reducing Non-Revenue Water (NRW) in Developing Countries,” The World Bank Group (2006).

70% of the world’s water supply is channeled to **agriculture.**

“Water NEWS: Climate Change & Water,” FAO Water (2015).

Water Industry Potential



High ROI in sanitation and drinking water

– for every **\$1** invested, projected **\$3–\$4** economic development return

One of the **fastest** growing markets in the world: **7%–8%** annual growth rate

(SOURCE) “Israel’s Water Industry,” The Israel Export & International Cooperation Institute.



\$600 billion annual market value

(SOURCE) Seth M. Siegel, Let There Be Water: Israel’s Solution for a Water-Starved World (2015), 165.

ISRAEL: THE GLOBAL LEADER IN WATER USAGE

Israel's Strengths



Water surplus despite a **challenging climate** and significant **population growth**

Among world's **lowest-cost producers** of **desalinated water**
 "The Israeli Water Sector," State of Israel Ministry of Economy (2016).

Largest RO desalination plant in the world (Sorek)
 "Sorek Project," IDE Technologies (2016).



Loses only **~11%** of water to **leaks**
 "Israel's Water Industry."



Highest ratio of crop per water unit
 "Israeli Water Technology is a Blossoming Industry Helping To Solve The Global Water Crisis," Jewish Business News (2015).



Expert in water reusage through **WASTEWATER TREATMENT** and **DESALINATION**

~80% of wastewater is purified for agriculture the **highest rate worldwide**
 Spain is second in the world at a **mere 12%**



"Recycling is Pure Gain for Water Resour," Watec Israel (2015).
 "Water Technology in Israel," Leumi (2015).

Exports water to Jordan and Palestinian Authority

25% **Over 25%** of fresh water produced through desalination; expected to rise
 "Israel Bringing its Years of Desalination Experience to California," NPR (2015).

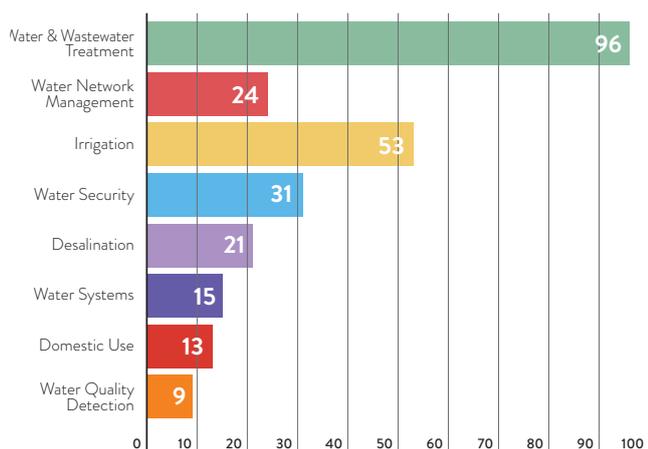
75% of crops **drip-irrigated** (compared to only **5% globally**)

ISRAELI WATER SECTOR

Sector Spread

150+ innovative water companies

Companies per Sub Sector*



*Some companies innovate in multiple sub-sectors.

Global Influence of Water Innovation



IDE—desalination plant specialist worldwide
 installed over 400 plants (some of largest desalination plants) in >40 countries • Carlsbad project (California): largest desalination plant in Western hemisphere



Netafim—inventor of drip irrigation
 invented drip irrigation (1965); holds 30% of global drip irrigation market • in 2015 signed \$500M bank financing deal



Emefcy—award-winning start-up
 in 2015, completed reverse merger deal in the Australian Stock Exchange



Hutchison Water—multinational conglomerate (Hong Kong)
 bought Israeli incubator in 2012—Hutchison Kinrot • to \$25 million over eight years



Mekorot—National water company of Israel
 subsidiary's Central Filtration Plant fourth largest in the world • established WaTech center for entrepreneurship in water tech

START-UP NATION CENTRAL

START-UP NATION CENTRAL IS YOUR BRIDGE TO ISRAELI INNOVATION.

Contact Start-Up Nation Central to help you to access the Israeli digital healthcare ecosystem, and connect with the relevant start-ups and industry figures.

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