

# ISRAEL – Inspired by innovation

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Noa Asher, Economic  
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Japan

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# Seeing is believing







# General Facts about Israel

## イスラエルの基本情報

- ▶ Age: 70years old (established in 1948).
- ▶ 建国以来: 70年 (1948年建国)
- ▶ Population: 8.5 Million
- ▶ 人口: 8百万
- ▶ Ethnicity: 75% Jewish, 20% Muslim, 5%
- ▶ 民族: ユダヤ75%、ムスリム20%、その他5%
- ▶ Size: 22,072 Square Km
- ▶ 面積: 22,072平米



# 1,000

## NEW INNOVATIVE STARTUPS A YEAR

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That's a new breakthrough every 8 hours

# Start up Nation

## ベンチャー国家



First instant messaging,  
precursor of social networks



Gastro imaging  
oral capsule



Flash memory  
disk-on-key



Dripping, automated  
irrigation

waze





# ISRAEL

WHERE TALENT MEET INNOVATION



**WARREN BUFFETT**

"IF YOU ARE LOOKING FOR BRAINS -  
STOP IN ISRAEL, THERE IS NO NEED  
TO GO FURTHER."



**BRIAN KRZANICH**

"IT'S ABOUT THE ONLY PLACE WHERE  
YOU HAVE A COMPLETE CROSS-  
SECTION OF THE COMPANY IN ONE  
COUNTRY."



**ERIC SCHMIDT**

"THE DECISION TO INVEST IN ISRAEL  
WAS ONE OF THE BEST THAT  
GOOGLE HAS EVER MADE."



**BILL GATES**

"THE INNOVATION GOING ON IN  
ISRAEL IS CRITICAL TO THE FUTURE  
OF THE TECHNOLOGY BUSINESS."



**LARRY ELLISON**

ISRAEL HAS ALWAYS HAD A WEALTH "  
".OF INTELLECTUAL TALENT



**LI KA-SHING**

"IT IS A COUNTRY THAT IS A  
WELLSPRING OF KNOWLEDGE AND  
SKILL AS WELL AS A FASCINATING  
PLACE THAT OFFERS UNLIMITED  
OPPORTUNITY."

# ➤ 300 MNC's(多国籍企業) in Israel



## Private Accelerators



Microsoft  
Ventures



YAHOO!

## Incubators



Hutchison Water



Johnson+Johnson

## Active M&A by MNCs

Microsoft®

EMC²



Google™



## R&D Centers



MOTOROLA

ORACLE®

SanDisk





# ➤ Israel's Special Characteristics



No Natural Resources

Development of water, agriculture and alternative energy technologies



Security Needs

Human capital and development of defense technologies



No Domestic Market

Companies target foreign markets



Entrepreneurial Spirit

Economy based on human capital, innovation and knowledge



# ➤ Major impact on the Israeli economy



**10%**  
of Employees



**15%**  
of GDP



**50%**  
of Industrial Exports



# ➤ • Innovation: Key Components-





# 日・イスラエル経済協力の変遷

## フタナ首相の訪日（2014年1月）



- 日ルエラスイ間の新たな包括的のプツナーン構築に関する共同声明を発出

## 茂木経産大臣ルエラスイの訪問（2014年7月）



- 日本側:  
27社50名の企業団が随行
- ルエラスイ側:  
100にムラオスネジ名が参加

## 安倍首相ルエラスイの訪問（2015年1月）



- 日本側:  
31社80名の企業団が随行
- From Israel:  
280にムラオスネジ名が参加

世耕大臣ルエラスイの訪問（2017年5月）  
閣僚級日ルエラスイ経済政策対話、フタナ首相のへ表敬  
政策対話は「日プツナーン・パシベノイルエラスイ」の構築  
に関する共同声明発出。フタナ首相表敬は「日プツナーン・パシベノイルエラスイ」  
プツナーン・パシベノイルエラスイ推進に関する安倍総理の親書を手交。



## シムロニ経済大臣の訪日（2017年11月）

第1回日ルエラスイ・経済シムロニ政策対話、JNN総会  
「日プツナーン・パシベノイルエラスイ」に基づき、「第1回日スイ・  
ルエラ経済シムロニ政策対話」および「日シムロニ・パシベノイルエラスイ・  
クワットネ（JNN）総会」を開催。官民連携イテリュキ・セーバイサるよに、産  
業R&D、BtoB連携のけおに加速化ていつに議論。

## 日本ムラオスネジルエラスイ

JETROルエラスイ大使館が「日ムラオスネジルエラスイ」開催。日ルエラスイ  
にスネ関心を持つ企業等300らか名超が参加





# Upcoming Events in 2018/2019

- **HLS & Cyber (Tel Aviv)**  
The 5<sup>th</sup> international conference and exhibition  
November 12–15, 2018 
- **Cybertech Tokyo (Tokyo)**   
Conference and exhibition of cyber technologies from Israel  
and other countries November 29–30, 2018



# Upcoming Events in 2018/2019

- **Cybertech TLV (Tel Aviv)**   
Conference and exhibition of cyber technologies from Israel and other countries    January 28–30, 2019
- **AR/VR Event (Tokyo/Osaka)**   
Roadshow by 10 AR/VR companies from Israel  
April, 2019





# WE ARE HERE TO ASSIST YOU

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**Identify** and scout for partners and potential opportunities objectively



**Connect** with relevant companies and the local business community



**Organize** customized agendas and meetings for your visit to Israel



**Expedite** the process of setting up your business in Israel and visa arrangements



**Bridge** and mitigate cultural differences



# THANK YOU

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