



## Business delegation to Israel with the Minister for Industry, Business and Financial Affairs

17-20 September 2017, Tel Aviv, Israel

**This Business Delegation to Israel together with the Minister of Business and Industry will introduce Danish companies to key players from the water and digital health sectors. These are sectors with high demand for new technologies, know-how and foreign partner companies.**

The Confederation of Danish Industry in cooperation with the Danish Embassy in Tel Aviv are delighted to offer your company the unique opportunity to join the water and digital health delegation travelling to Tel Aviv in Israel together with the Minister of Business and Industry. Join us as we promote Danish ground-breaking research and innovative solutions within digital health and water solutions and explore collaboration opportunities with Israeli and international innovative companies, researchers, investors and potential business partners.

### A developed economy

Israel's economy has been on a path of economic expansion. With the productive base, progressively diversified and structural reforms ongoing, steady growth has averaged over 3 percent annually over the past five years and the growth is expected to reach 3.3 percent this year. Furthermore, the Israeli government is investing heavily in water technologies and digital health, which constitute a prodigious potential for Danish companies.

### Why join?

- Get introduced to official decision makers, financial actors and technology developers
- Experience the network opportunities and individual business-to-business meetings with relevant local companies
- Promote your company and its solutions
- Get knowledge and access to the Israeli market and strategic partnerships
- Gain insight into Israel as an innovation hub and startup nation
- Excellent platform to set up an experience-networking group.

### Who should join?

The delegation to Israel is relevant for Danish companies working within areas of:

- Water solutions and technologies
- Life Science
- Digital health
- Health care and health analytics
- Personal health tools
- Telemedicine



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## MARKET INTRO

*"In two days in Israel, I saw more opportunities than in one year in the rest of the world"* - Paul Smith, Philips Medical

### Water

Since Israel's early days, water shortage has been of great concern. Deficiency of water and deterioration of water quality encompass serious challenges, leading Israel to invest heavily in the development of innovative water technologies and ingenious solutions. Due to necessity, supported by the entrepreneurial culture and highly educated labor, Israel has become an international water solution hub playing a major role in supplying the world with cutting-edge water and environmental solutions.

Israel continuously seeks knowledge and expertise in water quality, operation and maintenance, desalination, environmental protection, wastewater treatment, water management and energy optimization. The demand on the Israeli market for Danish water technology products and services is distinctive, making the market to a great potential for Danish companies. There is also an interest in Israel in engaging in strategic alliances with Danish water companies to supply water solutions to the global market. Israeli companies have a strong global presence and a good track record in international cooperation.

### Digital health

Israel is among the world's leading countries in innovative Life Sciences. Approx. 35 percent of all research in Israel focuses on Life Sciences and more than 4 percent of the GDP is invested in R&D. Health spending is increasing by 5 percent annually. In recent years, Israel is experiencing explosive growth in digital health technologies both in terms of funding and in terms of the number of companies, with investments jumping almost 30 percent to \$183 million in 2016. Approx. 385 companies operate in the digital health field in Israel. There are five subsectors who characterizes Israel's digital health sector: Health Analytics, Telemedicine, Clinical Workflow, Wearables & Sensors and Personal Health Tools. Personal Health Tools is the largest sector consisting of 174 firms and Health Analytics the second largest with 85 firms. These two sectors represented 70 percent of the total deal volume in 2015 and 2016.

Israel is seeking to become an international power-house within digital health. There is a great demand in Israel for digital health solutions and an interest in engaging in strategic alliances with Danish companies in further developing ground-breaking digital health solutions. In addition, the multinational Pharma and Medtech companies in Israel are seeking new technologies to incorporate into their own solutions.

### Innovation Hub and Startup Nation

Israel is a world leading high-tech and start-up nation, which has made cutting-edge R&D and innovation the cornerstones of its stable growing economy. Israel has the highest density of start-up companies per capita, the highest number of companies on NASDAQ outside of the US, the highest degree of funding from venture capital in the world, the second highest R&D investments as a share of GDP and some of the leading research institutions in search of solutions to solve international challenges. In addition, Israel has succeeded in attracting over 450 multinational companies to establish R&D centers in Israel.

## TENTATIVE PROGRAM

### Sunday 17 September

- Arrival at Ben Gurion International Airport (TLV) in Tel Aviv
- *Evening:* Welcome briefing at hotel

### Monday 18 September

- *Morning:* Innovation meeting with the Minister for Industry, Business and Financial Affairs.
- *Afternoon:* Companies within Digital Health can accompany the minister for business meetings with counterparts and site visits
- Water technology site visits
- *Evening:* Reception at the Ambassador's residence with the minister and Israeli stakeholders

### Tuesday 19 September

- *Morning:* Market Introduction meeting with the minister
- *Afternoon:* Companies within Water can accompany the minister for business meetings with counterparts and site visits
- Digital Health site visits
- *Evening:* Networking Dinner with Israeli stakeholders

### Wednesday 20 September

- *Morning:* Debriefing at hotel
- Visit to Jerusalem
- Departure from Ben Gurion International (TLV) in Tel Aviv



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## PRACTICAL INFORMATION

### PRICE

**DKK 12,700 exl. VAT per participating company (1 person per company).**

*The price is based on minimum 10 participating companies and an approved 50 per cent subsidy from The Danish Trade Council.*

*Costs for travel, hotel and other expenses not mentioned above are at own expense.*

*If the subsidy is not obtained, and/or the number of participating companies changes, we reserve the right to offer you participation at a different price. Should this result in a higher price than quoted above for the basic package, you have the right to cancel your participation.*

### HOTEL AND TRAVEL INFORMATION

Upon registration, you will receive a travel proposal.

### HOW TO REGISTER

Please register by filling in the online registration form.

Deadline for binding registration is **Friday 4 August 2017**

*Registration is in accordance to the General Terms and Conditions for participation in Export Promotion Events of the Confederation of Danish Industry. [Download here.](#)*

**REGISTER HERE**



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