



Shlomo Waxe Director General



**Israel Association of
Electronics & Software
Industries**



Facts & Figure

Electronic & Software Industry

The Israeli Economy – 2011 facts & figures

- Population: 7.8 M
- Households: 2.16 M
- Urban Population: 94%
- Area - grand total 22,145 sq. km
- GDP: US \$ ~ 218
- GDP Per Capita: US \$ ~ 28.5



Why Israel?





Israel's Technology achievements:

- **Israel** is ranked **1st** in expenditure on R&D (% of GDP,2008).
- **Israel** is the **1rd** in quality of scientific research and institutes.
- **Israel** is the 4/139 in utility patents per million population.
- **Israel** is ranked 11/139 in company spending on R&D.
- **Israel** is ranked 7/139 in capacity for innovation.
- **Israel** is ranked 10/139 in venture capital availability.



Israel's Technology achievements:

- **Israel** is ranked 17/139 in availability of scientists and engineers.
- **Israel** is ranked 14/139 in University – industry collaboration on R&D.
- **Israel** has the highest concentration of High-Tech Startups after the Silicon Valley.
- **Israel** is ranked 24/139 in the global competitiveness index.
- **Israel** has the highest number of companies in the world listed on NASDAQ (except US and Canada).
- **Israel** is Perfect test-bed.

Israel and Technology

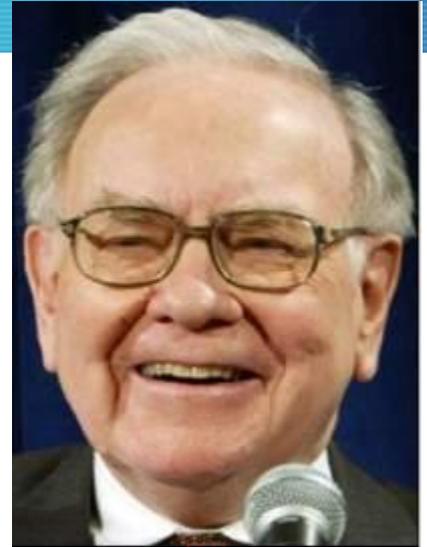
- **Entrepreneurial Spirit**
- **Mentality of early adopters**

- **Creative fusion between academia and business**
- **defense technology Commercialization**

- **Highly skilled workforce**
- **Close cooperation of industries and academic researchers**

- **Powerful VC community**
- **Investment and R&D incentives**

Buffett Takes a Cut of Iscar
The Israel-based manufacturer, with estimated revenues of \$1.4 billion,
enters the limelight thanks to an acquisition by Berkshire Hathaway



Asked how come he chose Israel as his first investment outside America, Buffett's response was: "Some Americans came looking for oil, so they didn't stop in Israel. We came looking for brains, so we did stop in Israel."

CRAIG BART: former Intel CEO (visiting Israel)



“... Globally speaking, **Israel is in 3rd place in terms of IP** and is a very good place for opening businesses. The level of education in Israel has helped us expand. **Israel’s ability to supply very good scientists has helped us**, and the government’s positive attitude has helped us attract investments.”

Bill Gates, the Microsoft CEO made his first trek to Israel

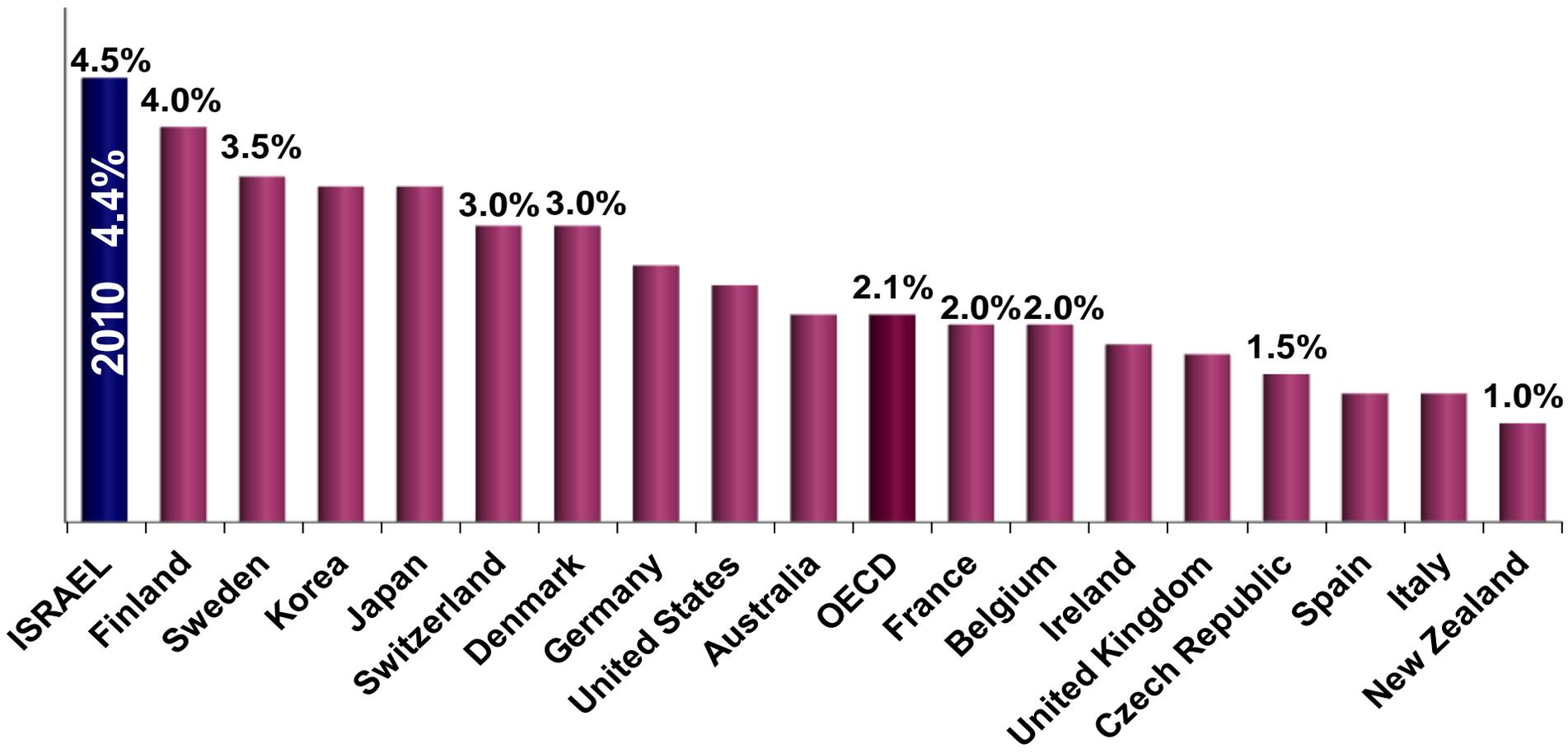
“Considering **the density of Israeli start-ups** and local successes, Israel is like a bit of Silicon Valley.”



“It’s no exaggeration to say that the kind of **innovation going on in Israel** is critical to the future of the technology business...”

World Leadership in Civilian R&D Investments

As Percentage of GDP, 2009



Source: OECD, Israeli CBS

7 Free Trade Agreements with 39 countries

Allowing products to enter without duty

E.F.T.A
Switzerland, Norway,
Iceland, Liechtenstein

E.U.
(27 Countries)

Canada
U.S.A
Mexico

Turkey

S. Korea
China

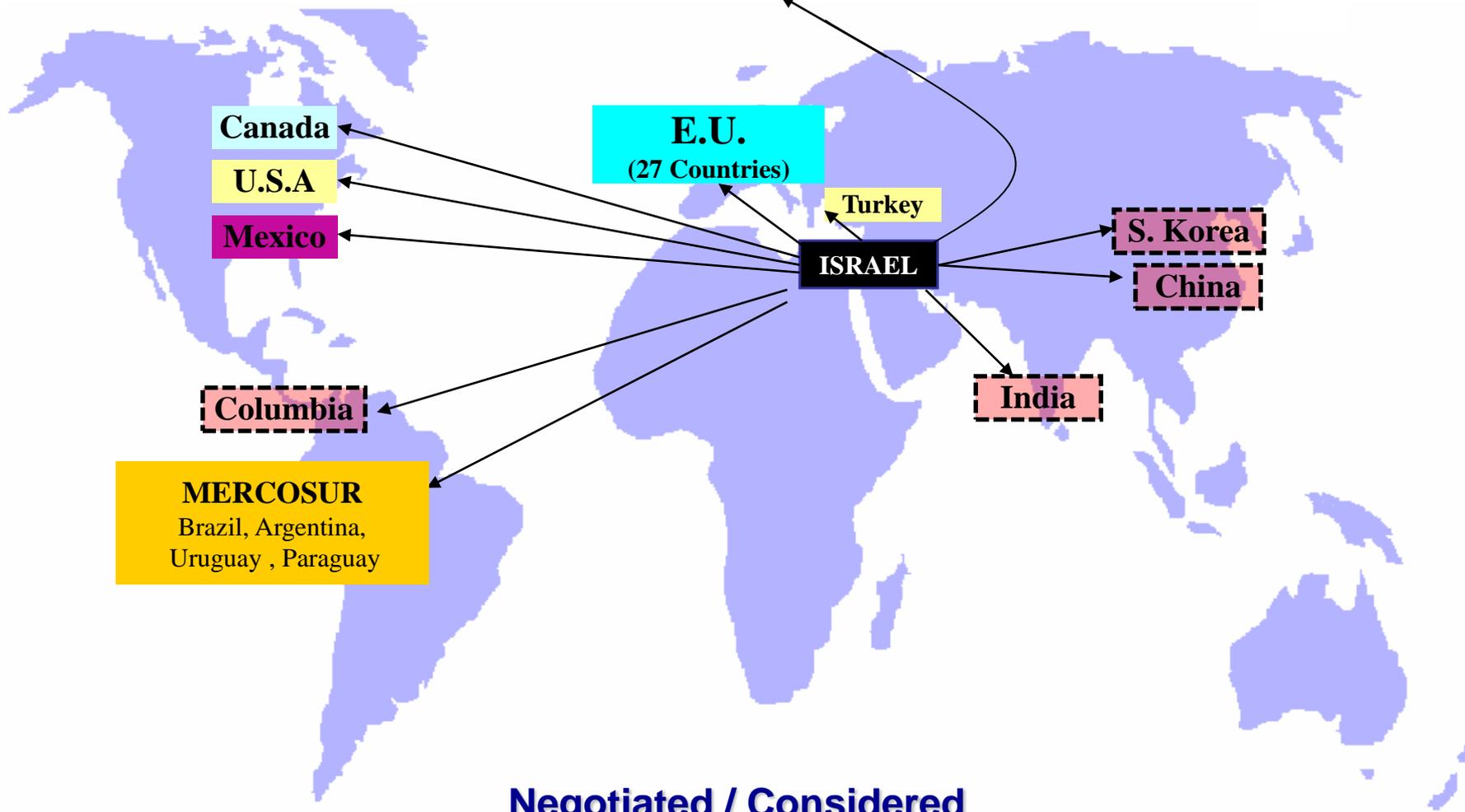
ISRAEL

Columbia

India

MERCOSUR
Brazil, Argentina,
Uruguay, Paraguay

Negotiated / Considered



Israel's technology fields review



**Telecommunications
Industry**



**New Media
Industry**



**Software
Industry**



**Homeland Security
Industry**



**Electronics
Industry**



**Life Science
Industry**



**Aerospace
Industry**

Israel's Telecommunication Industry

Let's talk business





Main Segments

Infrastructure

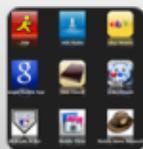
Network Equipment and Systems

- Wireless: 4G / LTE; Wi-Max
- Network Optimization
- Converged Communications
- Broadband, DSL
- Wi-Fi / Mi-Fi
- Femtocell / Picocell
- InBuilding Coverage
- Network Components
- IP Infrastructure & Service Platforms
- Satellite Communications



Applications

- Gaming
- Location Based Services (LBS)
- Music
- Social Networks
- Mobile Advertisement



VAS

Customer Care & Billing

- Customer care & Self Customer Care
- Billing
- CRM & Customer Base Analysis
- Churn Prevention

Messaging

- VM: Voice Mail; Video Mail
- Text & Multimedia Messaging
- IM/ E-Mail/ Chat

Content

- Content Delivery Platforms
- Content Adaptation
- Mobile Internet
- Mobile TV/ IPTV



HS & DEVICES

- Operating Systems
- Pre-Installed Applications
- Clients
- Devices & Components





Facts & Figures

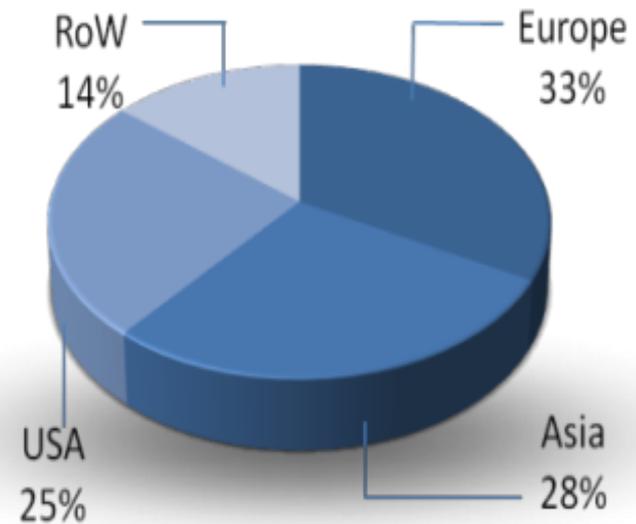
590

No. of Companies

\$4.1B

Exports Total

Main Markets: *Europe, Asia, USA.*





Success Stories



- **Alvarion** is the leading Wi-Max & Broadband wireless systems provider to service providers. Alvarion installed base includes around 300 deployments over 150 countries.



- **Comverse** (Founded in 1982), originally founded in Israel, is a global leading VAS vendor. Comverse was the pioneer in Voicemail, SMS and service delivery platforms, installed in more than 500 Service providers world-wide.



- **Jajah** - The leading provider of VoIP service connecting two mobile or fixed “traditional” lines, without downloading any software.



Who chose to choose us?



Israel's New Media Industry

**New, like you
never knew!**





Main Segments

Internet

- Applications & Services
- E-Commerce & Marketing
- Online Advertising
- Entertainment & Video
- Search
- Social Networks

Broadcasting

Gaming

Digital & Cable TV, IPTV, Satellite, OTT

Content Creation, Delivery & Management





Facts & Figures

1030

No. of Companies

\$2B

Exports Total

Main Markets: *Europe, Asia, USA, Africa.*





Success Stories



- **ICQ (Mirabilis)** - the first internet instant messaging, launched in 1996 and acquired by AOL for \$407M. ICQ has opened the way for today's social networking arena.



- **ND** - pioneered DRM & Conditional Access Systems which is used on most of News Corporation's digital satellite TV. NDS also supplies interactive TV applications, platforms, and development tools.



- **Orca Interactive** - is a leading innovative provider of IPTV middleware and applications that power next-generation interactive TV, revolutionizing the way people experience television content, based in Ra'anana, Israel, and wholly-owned by France Telecom SA.



Who chose to choose us?



Israel's Software Industry

Always in the mode
to upload





Main Segments

Enterprise Software

- IT Management
- CRM
- Management Tools

Storage & Data Center

- Storage Software
- Data Center
- System Area Networks

IT Security

- Enterprise Perimeter
- Enterprise Assets
- Enterprise Networks

IT Services

Cloud Computing

Vertical Markets:

- Financial
- Governmental
- Retail
- Utilities





Facts & Figures

1000

No. of Companies

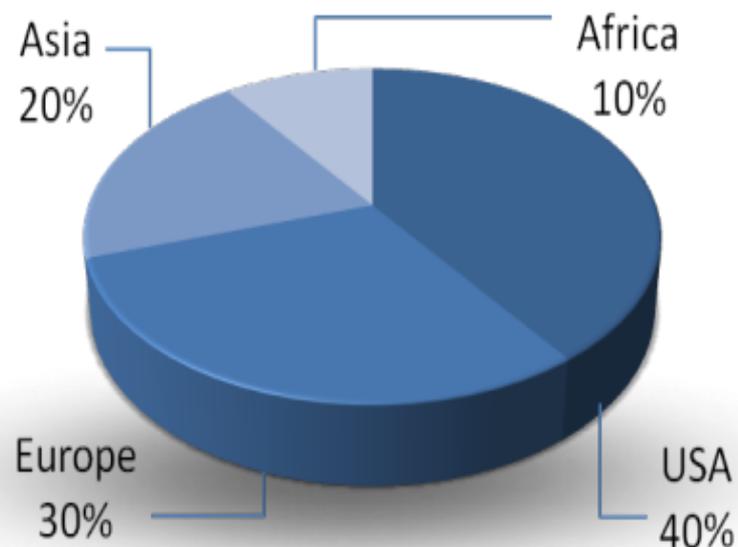
\$4.2B

Exports Total

30% - startups

14% - growth revenue > \$10 million

Main Markets: *USA, Europe, Asia.*





Success Stories



- **Check Point** - first pioneered the industry with Firewall products , developed VPN technology. Today its wide range of software products covers all the aspects of IT security.



- **Amdocs** - founded in the 1970's in the field of Yellow Pages communication, it was a telecommunication billing pioneer and is now a global leader in integrated telecommunication customer management software.



- **Retailix** - since 1982, it has provided integrated enterprise-wide software solutions for the retail food industry worldwide, including supermarkets, convenience stores and restaurants.

Israel's Electronics Industry

Let us
turn you on





Main Segments

Components

- Semiconductors design for:
 - The consumer electronic industry
 - The telecom industries
- Manufacturing for:
 - The consumer electronic industry
 - The telecom industries



Equipment for Electronics Industry

- Equipment for semiconductors, PV , FPD - flat panel display, PCB
- Equipment for digital printing industries

EMS - Electronic Manufacturing Services

- Electronic and electro-mechanical subcontracting



Facts & Figures

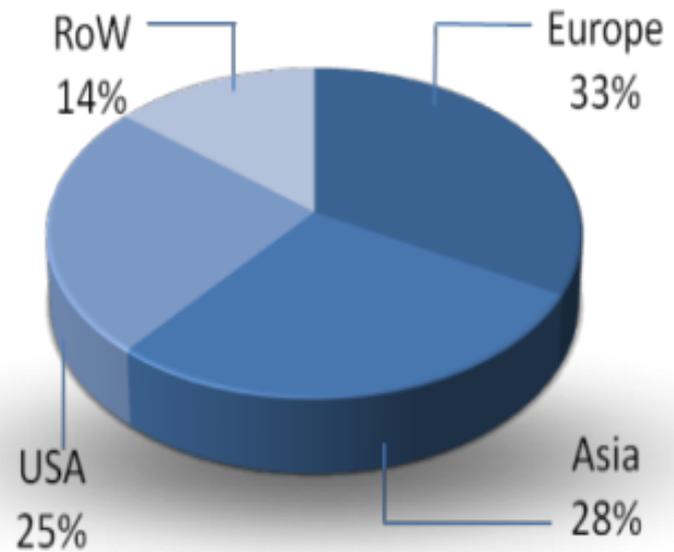
250

No. of Companies

\$3.8B

Exports Total

Main Markets: *Asia, USA, Europe.*





Success Stories



- **M-Systems** - Invented and develops the flash data storage solutions for digital mobile devices and consumer electronics markets.



- **HP Indigo Digital Press** - The most advanced commercial and industrial digital printing presses, providing on demand customized printing solutions. Its main uses include general commercial printing, labeling, flexible packaging, folding carton and specialty printing.



- **Orbotech** - is principally engaged in the design, development, manufacturing, marketing and service of yield-enhancing and production solutions for specialized applications in the supply chain of the electronics industry. It is a world leader in PCB and Flat Panels inspection with a dominate position in the world market.



Who chose to choose us?



Israel's Life Science Industry

**Introducing science
into our life**

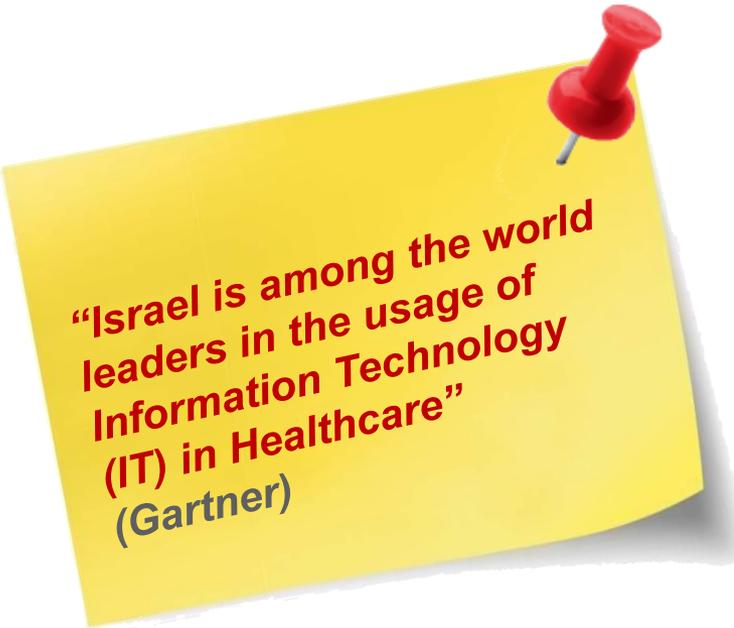




Main Segments

Medical Devices & HealthCare IT

- **Diagnostics**
- **Drug delivery**
- **Disposable & Implantable**
- **Imaging**
- **Monitoring**
- **Minimally and Non-Invasive Systems**
- **Dental**
- **Cardiovascular**
- **Derma & Aesthetics**
- **Health IT & Telemedicine**



**“Israel is among the world
leaders in the usage of
Information Technology
(IT) in Healthcare”
(Gartner)**



Facts & Figures

Medical Devices & HealthCare IT

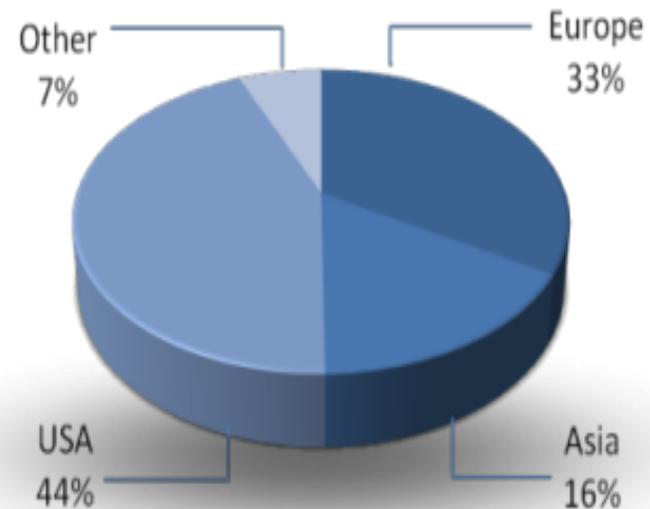
750

No. of Companies

\$1.37B

Exports Total

Main Markets: *USA, Europe, Asia.*





Success Stories

Medical Devices & HealthCare IT

InSightec

- **InSightec** - developed the breakthrough MR-guided, focused ultrasound technology for non-invasive treatment of tumors using a combination of MRI and high- intensity focused ultrasound.



- **dbMotion** - provides clinicians an access to the real-time, integrated clinical information. The health integrative and intelligent solution enables Healthcare Organizations and HIEs meaningfully integrate and leverage their information assets.



- **Deep Breeze** - Vibration Response Imaging developed by Deep Breeze provides physicians with a dynamic functional image of the lung. Thousands of patients have been recorded by the VRlxp™ worldwide during clinical investigations without any single adverse event.



Who chose to choose us?



SIEMENS

Johnson+Johnson

PHILIPS

Israel's Homeland Security Industry

Solutions
born of necessity
Matured by reality



Aerospace, Defense & HLS

Security & Safety (HLS) major sub sections



Aviation, Maritime
& Public Transport



Borders & Critical
Infrastructure



Counter Terror & Physical
Protection



Crisis & Emergency
Management
Systems (EMS)



International
Events



IT Security &
Anti-Fraud



Safe Cities



Public Awareness
and Preparedness



Public &
Commercial Facilities



Service
Providers



Facts & Figures

Homeland Security & Aerospace

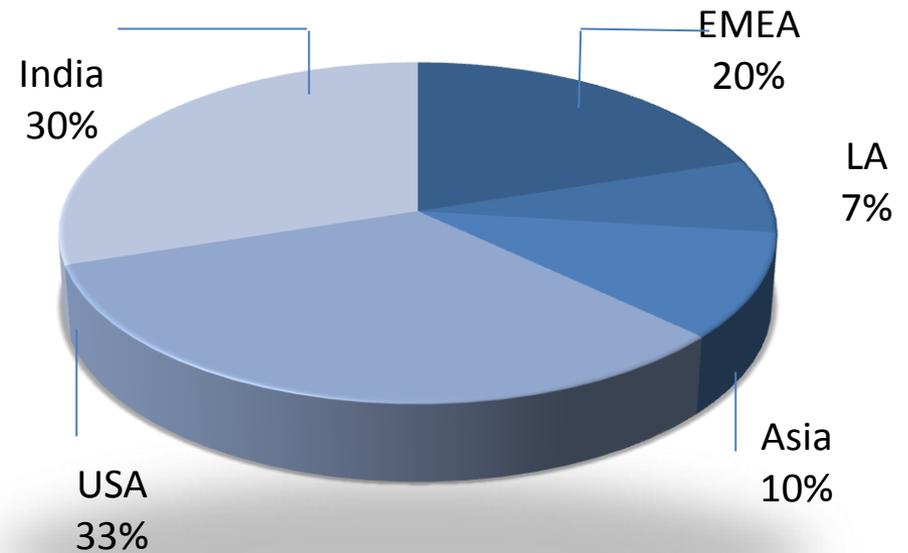
450

No. of Companies

\$7.35B

Exports Total

Main Markets: *USA, Asia*



**When it comes to
security,
a comprehensive
solution is the name of
the game**





Success Stories



- **Camero- Xaver** real-Time 3D Through-wall vision products allow you to observe multiple stationary and moving objects concealed by walls.



- **G-Nius - Unmanned Ground Systems (UGS) Ltd.**
- developed Israeli unmanned ground systems, (joint venture of Israel Aerospace Industries (IAI) and Elbit Systems Ltd)



- **ODF Optronics Ltd.** The company has developed the **Smart VMD 360** - a unique VMD algorithm for omni-directional cameras that enables monitoring motion and events in the entire perimeter around the omni- directional camera



Who chose to choose us?



Athens Olympics



2010 World Cup South Africa



The Beijing 2008 Olympic Games



The RIO2007 Pan American Games



Singapore Int'l Airport



Hanover Int'l Airport



Heathrow Int'l Airport



JFK Airport

JFK Int'l Airport



Buckingham Palace



Eiffel Tower



The Vatican

Commercial, Public & Private Facilities

“Safe Cities” projects

Anti-terror Training (Police & Special Forces)

Detention Centers

Nuclear, Power & Petrochemical Plants

Israel's Aerospace Industry

**Get ready
to take off**





Main Segments

Electronics, Avionics & Optronics

Upgrading, Conversion & Support of Aircraft & Helicopters

Space Technology

Training & Operational Support

Aviation Security





Success Stories



- **IAI; Israel Aerospace Industries (IAI)** is a globally recognized leader in development and production of military and commercial aerospace and defense systems. One of top-3 world's largest retrofit & upgrade houses
 - **Arrow; World's 1st anti-ballistic missile**
 - **The Ofek observation satellites**
 - **The Amos communication satellites**



- **Elbit Systems; Manufacture and integrate advanced, high-performance defense electronic and electro-optic systems for customers throughout the world . HMS chosen as basis of U.S Joint Helmet Mounted Cueing System (JHMCS)**



Who chose to choose us?



GENERAL DYNAMICS



SIEMENS



Honeywell





Foreign Companies Invested in Israel: From the USA





Foreign Companies Invested in Israel: From the Europe





Foreign Companies Invested in Israel: From Asia

SONY

TOYO INK

 **FUJI**



HONDA

 **SUMITOMO**

NOMURA




DAEWOO

 **LG**



HYUNDAI

acer

MXIC
MACRONIX
INTERNATIONAL CO., LTD.

 **Winbond**
Electronics Corp.

 Hutchison Telecom

 **SCI GEN**

 **JAIN**
Irrigation Inc


SUN
PHARMACEUTICAL
INDUSTRIES LTD.

Thank you

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