

10 de juliol 2023

Presentació de la Missió d'Innovació a Israel 2023



Connexió a 40 oficines a tot el món en més de 110 mercats



Serveis per empreses Catalanes

- Serveis personalitzats per a startups, empreses i entitats catalanes que busquen oportunitats d'R+D, comercials i d'inversió a Israel
 - Projectes individuals - innovació i comercial: prospecció i estudi de mercat
 - Agenda de visites a l'ecosistema de Israel
 - Missions empresarials en sectors prioritaris
 - Activitats promocionals: seminaris, workshops, fires i conferències
 - Preparació d'estudis sectorials
 - Cerca de socis per a projectes de R+D:
(HorizonEurope, Línia Bilateral i altres programes europeus)



Missió d'Innovació a Israel 2023

Descripció:

- ❑ Missió de prospecció de l'ecosistema d'Innovació d'Israel, un dels més avançats del món, on conèixer el veritable estat de l'art de la Innovació en alguns camps com la salut, la indústria 4.0, la ciberseguretat i l'agrifoodtech.

Objectius principals:

- ✓ Connectar empreses catalanes amb startups, acceleradores, fons d'inversió i altres agents.
- ✓ Crear vincles entre actors catalans i israelians.
- ✓ Aconseguir desenvolupar acords bilaterals i col·laboracions en qualsevol de les seves versions.
- ✓ Per empreses agrofood, assistència a la Fira Agrivest i FoodtechIL 2023.

Missió d'Innovació a Israel 2023

CATALUNYA – Perfil del participant:

Empreses consolidades amb experiència en Innovació i especialment en projectes de col·laboració internacional.



ISRAEL - Perfil del participant:

- Start-ups de tots els sectors treballant amb tecnologies disruptives.
- Altres agents d'Innovació: VC's, acceleradores, incubadores centres d'R+D...



A GLIMPSE INTO ISRAEL

POPULATION
DENSITY

400 people/km²

MEDIAN AGE

30.5 years

AREA

22,072 km²

POPULATION

9,656,000

CAPITAL

Jerusalem

MAJOR CITIES

Jerusalem

Tel Aviv-Jaffa

Haifa

Be'er Sheva

GROWTH ENGINE OF THE ISRAELI ECONOMY

START-UP
NATION
CENTRAL



10.4%

of Workforce



15%

of GDP



54%

of Total Annual
Israeli Exports

HOW WE GOT HERE?



IMMIGRATION



MILITARY SERVICE

START-UP
NATION
CENTRAL



GOVERNMENT

THE YOZMA GROUP
managing venture capital funds since 1993

ISRAEL'S INNOVATION ECOSYSTEM

START-UP
NATION
CENTRAL

>7,100

START-UPS AND TECH COMPANIES



>**360**
Venture
Capital Funds



> **80**
Accelerators



37
Incubators



>**400**
Multinational
R&D Centers



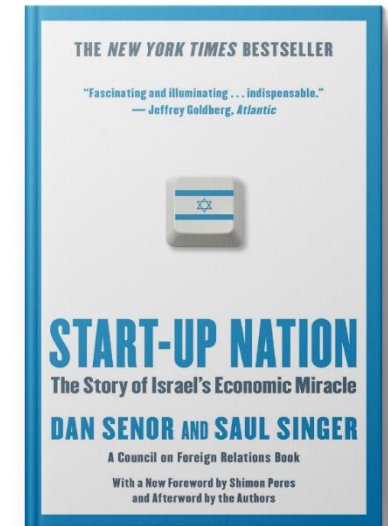
17
TTOs
(universities +
hospitals)



9
Public
Universities

Israel Innovation & Startup Ecosystem

- **Innovation Ranking** - Israel is ranked **7th** most innovative country (Bloomberg Innovation Index - 2021)
- Israel is the **3rd** leading start-up ecosystem in the world, and Tel Aviv is the **8th** leading city for startups (StartupBlink, 2021)
- Leading in private R&D Expenditure & VC investments in startups
- **NASDAQ**- Israel has more companies listed on the NASDAQ than any country besides the USA and China.
- **Leading Verticals** – Cyber Security, Healthcare, Fintech, Transportation, Foodtech, Agritech, Industry 4.0.



ISRAELI FOODTECH INNOVATION 2023

MORE THAN 200 ISRAELI FOOD STARTUPS ARE COOKING UP SOLUTIONS FOR HIGHER QUALITY, HEALTHIER AND MORE SUSTAINABLE FOOD

ALTERNATIVE PROTEIN

FERMENTATION & CELL CULTIVATION

ALEPH FARMS FUTURE MEAT WIK SuperMeat
 Steakholder Imagindary wanda fish remilk
 eggmental reality forsea EXOSOMM PROFUSE
 MERMADE Sea & Cells Meataford Efishient Protein

MOLECULAR FARMING

BioBetter Pigmentain IMAGINE 1000S POLOPO

PLANT-BASED

RED FISH MEAT ZERO EGG RILBITE savor Eat
 chunk ALL BEANS Plantish YO FIX
 MEAT. THE END CHP EGG N'UP MORE FOODS Yo!

NOVEL INGREDIENTS

ukko DouxMatok MFI ENZYMIT VANIJA VIDA Gavan CarobWay
 SIMPLIIGOOD nuversys GreenOnyx MEALA PhytoLion
 Amait Probiotics RESUGAR yemoja CAMBYA MAOLAC bee-10

PROTEIN-MATS

HARGOL FLYING SPARK MUSH FOODS ye ap
 BREVEL INNOVOPRO
 ChickP kinoko nextferm



The Kitchen

FoodTech Hub



The Kitchen FoodTech Hub is Israel's leading FoodTech seed investor and tech-incubator. In addition to seed funding our portfolio companies enjoy a "360 support envelop" which spans from science to bio-dev and from HR to regulation. Since 2015 we had invested in 23 companies, of which 9 were created through our venture-studio process.

HEALTH & WELLNESS

PRODUCTS

ebe INNO-BEV Torr eatsane
 Street Visions SOLV EAT myAir
 ANIMA

TECHNOLOGIES

Better Juice CLARIFRUIT EVIDENCE SENSORS
 prevera bio fence tastewise
 Bluefree LIVA KIINNS varok

PACKAGING SOLUTIONS

TIPA SUFRESCA MadeRight
 Melodea Biotic SOLUTION
 impacX w-cycle

START-UP NATION CENTRAL

Start-Up Nation Central is an Israel-based non-profit that serves as a gateway to Israel innovation. The organization leverages its in-depth knowledge of Israel's innovation sector to introduce business leaders, governments, and NGOs from across the globe to the most relevant people and technologies that address their critical needs.

ISRAELI AGTECH MAP 2023

THESE STARTUPS ARE A SAMPLE OF MORE THAN 300 COMPANIES GROWING SOLUTIONS TO FEED THE GLOBE

Ag Biotechnology

Animal Ag

Novel Farming Systems



Precision Ag

Robotics & Farm Equipment

Supply Chain Optimization

START-UP NATION CENTRAL
 About Start-Up Nation Central
 Start-Up Nation Central is a non-profit organization that connects Israeli innovation to the world in order to help international entities solve global challenges. Immersed in the Israeli technology ecosystem, we provide a platform that nurtures business growth, recommends policies, and generates partnerships with corporations, governments, investors, and NGOs to strengthen Israel's economy and society. For more information, visit: startupnationcentral.org
 Start-Up Nation Finder is a comprehensive knowledge hub on Israeli startups, investors, acceleration hubs, multinational corporations, and technology-based innovation associated with academic research. For more information, visit: finder.startupnationcentral.org

GrowingIL
 Agri Culture Community
 About GrowingIL
 GrowingIL is a dynamic and growing community in the Israeli AgTech sector, comprised of over 300 startups and 5,500 community members. By connecting the different parties in the AgTech ecosystem, GrowingIL accelerates the development and adoption of new technology to help shape the future of agriculture. GrowingIL is a government initiative of the Ministry of Economy, the Ministry of Agriculture, the Israel Innovation Authority, and the Israel Innovation Institute. For more information, visit: www.growingil.org



Israel Industry 4.0 Ecosystem Map 2023

An up-to-date version of the industry 4.0 landscape in Israel, showcasing 294 startups, technology enablers and supporters

Cybersecurity

Energy & Sustainability

Supporters/Funding

IOT Platform

Robotics & Automation

Additive Manufacturing

Technology and Enablers

Artificial Intelligence

Sensors & Data Analytics



Let-Lab: The Industry 4.0 Innovation Lab
 Visit www.let-lab.com
 Add your startup in this map [here](#) today!

exits- **S**
 startups- **blue line** Startups
 Supporters/Funding- **black line**



Edicions anteriors : Casos d'Èxits



Innovation
Center



Joint R&D
Project



Participant
at Ingenium
2nd Edition



Investment
in Israeli
Startup



CataloniaConnects

Agenda de la Missió a Israel 2023

✓ TRACK 1 – Empreses de sector Agrofoodtech

Diumenge 5 nov

Arribada TLV

Dilluns 6 nov

Agrivest

Dimarts 7 nov

FoodtechIL

Dimecres 8 nov

Foodtech IL

Dijous 9 nov

Workshops foodtech

Tornada a BCN



Israel's leading AgriFoodtech conferences, **FoodTechIL** and **AgriVest**, are joining forces to create an unprecedented week of AgriFood innovation, inspiration, and networking.

6th – 9th of November 2023

The Kitchen
FoodTech Hub

Strauss

FOODTECHIL
2023

Learn more about FoodTechIL

GrowingIL
Agri. Culture. Community

trendlines

Greensoil
Investments

agriVest
2023

Learn more about AgriVest

Agenda de la Missió a Israel 2023

✓ TRACK 2 – Empreses d'Altres Sectors

Dilluns 6 nov

Arribada TLV

Dimarts 7 nov

***Visites Ecosistema
(Agenda Grupal)***

Dimecres 8 nov

***B2B Meetings
(Agenda individual)***

Dijous 9 nov

***B2B Meetings
(Agenda individual)
Tornada a BCN***

Missió Innovació 2022 - Agenda comú

✓ Morning:

Pearl Cohen Law Office (Derech Menachem Begin 121, Tel Aviv-Yafo)

- **10:00 – 12:00 SEMINAR: “Overview of the Israeli Innovation & Startup Ecosystem”**

Speakers:

✓ ACCIÓ TEL AVIV

✓ Startup Nation Central (Samuel Scheer, Manager, Business Development)

✓ Israel Innovation Authority (Alan Hofman, Business Development Manager US, Europe and LATAM)

✓ Pearl Cohen (Ilana Soloduchko, Partner, Co-Head of the Latin America and Spain Desk

Meny Broid, Partner, Co-Head of the Latin America and Spain Desk)



Missió Innovació 2022 - Agenda comú

✓ Morning:

Pearl Cohen Law Office (Derech Menachem Begin 121, Tel Aviv-Yafo)

- **13:15 – 14:45 PANEL: How Corporates Work in the Israeli Ecosystem? Engagement of startups with multinationals.**

Speakers:



- ✓ Grupo Bimbo (Daniela Talamantes Legorreta, Global Director Bimbo Ventures, Hub Israel)



- ✓ Procter & Gamble (Orr Hameiri, Global Tech Innovation Director, Procter & Gamble)



- ✓ Cardumen (Aitor Almendros, Head of Scale Platform, Cardumen Capital)



Procter&Gamble



Missió Innovació 2022 - Agenda comú

✓ Afternoon:

- **16:00 – 18:00 VISIT: Open Innovation Case Study**

CityZone, 121 Dvora HaNevi'a St., Bldg. 2 Entrance 1, 4th Floor, Park Atidim Tel Aviv

A Living Lab For People, Local Government, Corporates And Entrepreneurs to Advance Solutions That Address Urban Challenges.

Speakers:



✓ **Gaby Kaminsky – Manager Director**

✓ **Startups Pitch:**

- ITC – Intelligent Traffic Control - <https://www.itc-israel.co.il/>
- RadGreen - <https://radgreen.com/>

- **20:00 – 22:00 Official delegation dinner**

Els vostres contactes d'ACCIÓ

✓ OFICINA ACCIÓ – CATALONIA TRADE & INVESTMENT OFFICE TEL AVIV

- Derech Menachem Begin, 11, 8th Floor, Office 822 , 5268104 Ramat Gan
- telaviv@catalonia.com



Mar Pérez
Director

+972 58 677 5220
mperezbl@catalonia.com



Gil Oren
Consultor Sènior
+972 52 889 9209
goren@catalonia.com



Gal Apel
Consultora
+972 52 285 6450
GApel@catalonia.com

✓ OFICINA ACCIÓ – Barcelona



David Rovirosa
Líder Equip Disrupció
638 685 016
drovirosa@gencat.cat



Albert Torruella
Consultor Sènior Disrupció
93 484 96 59
atorruella@gencat.cat

Inscripcions i logística

Dates de la Missió :

6-10 de novembre de 2023

Termini d'inscripcions:

28 de juliol de 2023

Preu:

TRACK 1 : Agenda agrupada : 390€*

***(Preu en funció del preu de les entrades de la Fira Agrinvest/FoodtechIL)**

TRACK 2: Agenda agrupada + agenda individual: 360€*

Més informació i inscripcions a: [Missió d'Innovació a Israel 2023](#)

atorruella@gencat.cat

Inscripcions i logística

Vols:

ANADA (5 o 6 de novembre)

EL AL LY 394

11:30 Sortida Aeroport de Barcelona

16:40 Arribada Aeroport Tel Aviv

TORNADA (9 de novembre)

EL AL LY 391

17:30 Sortida Aeroport de Tel Aviv

21:20 Arribada Aeroport Barcelona

Hotel (*preu especial*):

Maxim Design Hotel, 86 Hayarkon Street, Tel Aviv

Moltes gràcies per la vostra atenció!

Contact us!

934 767 206

info.accio@gencat.cat

Passeig de Gràcia, 129
08008 Barcelona

accio.gencat.cat
catalonia.com

ACCIÓ
Catalonia
Trade & Investment



Generalitat de Catalunya
Government of Catalonia

Follow us on social media!



accio_cat
@Catalonia_TI



linkedin.com/company/acciocat/
linkedin.com/company/invest-in-catalonia/

CataloniaConnects