

MEMO

Business Mission to Israel

8 and 9 October, 2013

Business Forum in Tel Aviv

The Prime Minister, Mr. Antonis Samaras, will lead the Government delegation which will visit Israel on the 8 and 9 of October 2013, for a Government-to-Government forum. In this context, the Ministry of Development and Competitiveness and Invest in Greece have organised a Business Mission which includes **104 Greek business representatives**, who will arrive in Tel Aviv tomorrow, Tuesday 8 October. The Greek companies and business organisations which will accompany the Business Mission are mainly from the technology, construction, energy, ICT, tourism, pharmaceuticals and food sectors.

Tuesday 8 October

On the first day, Tuesday 8/10, a series of Site Visits have been organised in partnership with the Greek Embassy in Israel, including investment seminars on the tourism, technology, export, ICT, and pharmaceutical sectors, as well as meetings with the Presidents of Greek Chambers of Commerce, and visits to technology incubators and important Israeli companies. More specifically:

A. SITE VISITS

1. Tourism

Meeting with Mr. Yossi Fatael, Managing Director of Israel's Tourist and Travel Agents Association, and important Israeli tourist agents.

2. Export-oriented Businesses

Session on export-oriented businesses, titled **“How to export to Israel”**, with Ms. Ronnie Reiber, Director of the International Relations Division of the Federation of Israeli Chambers of Commerce.

3. Technology

Session on the attraction of venture capital with Mr. Baruch Gindin, Senior Strategic Advisor Gartner EMEA; Prof. Arie Orenstein, Head of Israel National Medical Technology Institute at Sheba Medical Center and Head of the Healthcare and Bio Investment committee; Dr. Israel Frieder, former CEO of ECI; Mr. Yigal Erlich, Former Chief Scientist of Israel Government; Mr. Danny Arazi, CEO, Machiato Technology Entrepreneurs Ltd.

4. Meetings with Presidents of Chambers of Commerce

Meeting with the President of the Federation of Israeli Chambers of Commerce, Mr. Uriel Lynn (Tel Aviv Chambers of Commerce)

Meeting with the President of the Israeli Export & International Cooperation Institute, Mr. Ramzi Gabbay (Export Institute, Tel Aviv)

5. ICT

Presentation by the CEO of the Israel Advanced Technology Industries, Ms. Karin Mayer Rubinsteid (members of the IATI include Venture Capital Funds and multinationals with R&D centres in Israel)

6. Pharmaceuticals, Biotechnology and Health

Visit to the Technology Transfer Company of Hadassah Medical Organization (advanced treatments, pharmaceuticals research, medical equipment).

Visit to the advanced pharmaceutical production unit of **TEVA**, the largest Israeli Pharmaceutical company.

7. Agricultural and Food sector

Visit to the Israeli **Agricultural Research Organisation**

(<http://www.agri.gov.il/en/home/default.aspx>).

8. Clean Tech

Visit to the technology incubator **Kinrot Technology Ventures**

(<http://www.kinrot.com/index.aspx?id=3367>).

B. FORMAL DINNER

A Formal Dinner will also take place on the same day, with guests from Greek and Israeli businesses. The key note speech will be delivered by Prime Minister Mr. Antonis Samaras. Welcome speeches will be delivered by Mr. Evangelos Venizelos, Deputy Prime Minister of the Greek Government, and Minister of National Infrastructure, Energy and Water Resources, Mr. Silvan Shalom.

Wednesday 9 October

BUSINESS FORUM

A Business Forum will take place on **Wednesday 9/10**, including speeches and presentations by Greeks and Israelis, and private Business-to-Business (B2B) meetings. More than 120 Israeli business representatives will participate in the Business Forum, and over 330 B2B meetings between Greek and Israeli businesses have already been organised.

The Business Forum was organised in a partnership between the Greek Embassy in Israel and: Israel's Ministry of Foreign Affairs and Ministry of Finance, Federation of Israeli Chambers of Commerce and Industries Association, Israeli Export & International Cooperation Institute.

Finally, as part of the Business Forum, Memoranda of Understanding will be signed between:

- The Greek Ministry of Development and Competitiveness and the Yozma Group;
- Invest in Greece and Invest in Israel;

regarding the strengthening of the Greek-Israeli cooperation in the area of investments, technology and venture capital funds.