



Dear Members,

It is already safe to say that 2014 is going to be IATI's busiest year so far, both in terms of our events and the impact our activity is having on the Industry. The year has started strongly with the 2nd Weekathon Demo Day event, and will see in May the IATI MIXiii 2014 Conference - bringing together high-tech and biotech industry leaders in Israel's biggest tech event to date!

We proudly welcome **43 NEW** IATI members in Q1, and hope to see many more newcomers. IATI members come from all sectors of the eco system: R&D centers of multinational companies, VC funds, large and small startup companies, service providers, tech transfer companies, private investors, incubators, accelerators and more.

Quite a few IATI's committees meetings took place this quarter – committees' members have created a positive working sphere, where they can discuss actual matters, work on documents, decide on strategies and so on. The list of committee activities appears below in this report.

We have also been organizing and managing a great number of various events - including conferences, webinars, courses and speed-dating events. One of the most important events was a delegation of Israeli VC fund managers sent to a road show in Korea, Taiwan and Japan, in order to network with the local investment community. All of these events helped to promote and reflect the industry's interests, the need to connect among the various sectors, and create high quality networking available for IATI members.

Our on-going work with relevant governmental ministries and agencies has continued, strengthening the relationship and long-run cooperation. More about this extensive activity will follow below.

And finally, the IATI team itself has undergone a change – we sadly parted from Noa Mayer, who was replaced by Roni Yore, IATI's new operational manager. We wish Noa the best in her new path and gladly welcome Roni to our team for a successful co-work.



Annual Israel Innovation Conference (MIXiii)



This year, for the first time, IATI's annual conferences (High-Tech, Biomed) and OCS conference) will join hands and co-happen in one annual event: Israel Innovation Conference (MIXiii). The conference will take place at the Tel Aviv Fairgrounds on May 20-22, 2014. The Conference opening remarks will be given by The President of Israel, Mr. Shimon Peres. Additional details can be [found here](#) and [here](#). More on MIXiii 2014 will follow on our Q2 report.

As an introduction to MIXiii, we organized a foreign ambassadors' event which took place on January 30, 2014. Ambassadors and commercial attachés from over 40 countries packed Pitango Venture Capital's largest meeting space, 2014, in [a special IATI gathering](#). There they learned about IATI and IATI MIXiii. The foreign representatives heard about the possibilities of participating in the Conference, and of the many ways in which foreign countries can co-work and interact with IATI as a way of promoting their local High-Tech & Life Science industries. We had a great time in this meeting and hope to keep the long term relationships maintained with all diplomatic representatives.

In a special offer meant to aid young startups present themselves at the MIXiii and enjoy the many benefits of an IATI membership, Cadence Israel has [Invited Start-Ups to Join the IATI](#) - Free of Charge. We thank Cadence Israel General Manager Erez Tzur for this unique gesture, and will be glad to welcome the newcomers, both in the Conference's exhibition and as IATI members.



Events

The last quarter saw us initiating, organizing and donating content to no less than 44 IATI related Industry events - 17 of them were intended for Life Science Industry, 17 for High Tech Industry while the rest for both Industries.

In most of the events IATI members received free entrance or discounted registration priority registration. Many of the events were initiated along with other Members. Here follows a very partial list of IATI initiated events:

2nd IATI MNCs Weekathon event:

In February we had the [2nd IATI MNC Weekathon](#), continuing a great new tradition that started in 2013. Senior developers from 7 Multi-national R&D centers in Israel gathered for one week and worked in cross-company teams on innovative projects that they invented and thought up together. The participating MNCs were Microsoft Corporation, General Motors, General Electric Healthcare, 3M, Citi, eBay, and RedHat.

The developers presented their inventions at the 2nd IATI MNC Weekathon Demo Day on Feb. 20, 2014. Presentations from the Demo day can be found [here](#). For cool short videos featuring the event's highlights click [here](#) and [here](#). Click for the 2nd IATI MNC Weekathon [photo album](#). For the event press coverage click [here](#).

We thank all MNCs that participated for the brilliant ideas and the wonderful team spirit they showed! We had a great time and look forward to next year's IATI MNC Weekathon.

The 2nd IATI MNC Weekathon





The list of IATI and IATI related events of Q1 2014 is a very long one. Here are only some examples:

1. [A Call for VC Delegations to Japan, Korea, Taiwan](#) – IATI, with the Foreign Trade Authority and the Investment Promotion Center in the Ministry of Economy, has initiated a road show for Israeli VC funds in Korea, Taiwan and Japan. The delegation has exposed Israeli VC Industry for local financial organizations such as banks, institutional investors, and funds. The purpose of the delegation was to create an infrastructure to co-work with strategic investors that have expressed their interest in investments in Israel. We thank Ran Yehezkel, Director, Asia-Pacific & Africa Department of Israel Ministry of Economy for his cooperation. Additionally, we could not have done it if not for the great help from the Israeli commercial attachés: Mr. Doron Hemo, First Secretary Affairs, Taiwan; Mr. Ofer Forer, First Secretary Trade and Economic Affairs, South Korea; and Mr. Eitan Kuperschtuk, Trade and Economic Affairs, Japan.
2. [A Special IATI Gathering with Foreign Ambassadors](#) - Ambassadors and attachés from over 40 countries packed Pitango VC's largest meeting space in early February, for a special IATI gathering. There they learned about IATI and the upcoming MIXiii-Israel Innovation Conference. We personally had a great time and would like to thank all the representatives who attended!
3. [A special meeting with over 150 Israeli ambassadors](#) from countries all over the world. The meeting, organized by IATI, took place in January 2014 and was sponsored by The Ministry of Foreign Affairs. This was a great opportunity to expose these appreciated representatives of The State of Israel to current Israeli innovation from different angles: cyber security, video, medical device and more. Presentations were held by Mr. Shaul Zemach, Director-General, Ministry of Energy and Water; and by Mr. Eyal Rosner, head of national initiative to reduce dependency on oil; as well as by [IATI members leading start-ups](#).

The ambassadors warmly expressed their willingness to aid in the promotion Israeli Innovation abroad. Please feel free to contact us or Yaffa Ben-Ari, Ambassador/ Acting Deputy Director General in the Ministry of Foreign Affairs for connecting you to the relevant persons in each state. We'd like to express our gratitude to The Ministry of Foreign Affairs for making this annual tradition possible.



4. [Israel Cyber Security Showcase](#) - IATI in partnership with the Israeli consulate in San Francisco had arranged a delegation of Israeli Cyber Security Startups to the February RSA Conference in San Francisco. 22 companies participated. We thank Gili Ovadia, Consul for Economic Affairs in San Francisco, for the great cooperation.
5. Course: [Analysis and Investment Management in the Field of Pharmaceuticals](#) – Organized by IATI with Perrigo and Sphera, this course attracted a full house of professionals to the Tel Aviv Stock Exchange.
6. Roundtable - Innovative Design and Conduct of Clinical Trials - The Usage of Emerging Technologies. [The event](#) was organized together with BioForum.
7. Webinar: [How to Build a Website Using Wix](#) – an IATI member’s exclusive event that included a webinar on how to use Wix, the largest free website builder. The webinar included a product Demonstration by Meital Harel of the Wix training team.
8. Speed-dating: [1-1 Meetings with Microsoft](#) - IATI has invited established start-ups with promising technologies to meet with Yair Snir, Director of M&A & Business Development at Microsoft.
9. [Presentation: The EU Framework Program for R&D](#) - HORIZON 2020 - in joint collaboration with ISERD, The Israel-Europe R&D Directorate. A presentation was held in order to learn more about The EU Framework Program for R&D -HORIZON 2020. A presentation was given by Marcel Shaton, General Manager - National coordinator of ISERD.

Many more IATI and IATI-related events took place in this quarter. You can see all of our past and future events (both Hi Tech and Life Science) [here](#).

To join our mailing list and receive real time announcements about IATI events and opportunities, please [click here](#).

We also have [an active MeetUp events group](#) and we welcome you to join in and receive updates on our events.



Our Committees and Forums

IATI's Committees and Forums worked intensively during the 1st quarter of 2014. The committees are here for you as they aspire to influence, to create public and governmental awareness to issues concerning the Israeli advanced industries sectors, and to initiate business and national processes.

We will be happy to see IATI members join the numerous committees and forums. For more info about joining one, please contact Karin Mayer Rubinstein [by e-mail](#).

You can get updated about the various IATI committees' meeting schedules [here](#). In addition, all the committee's protocols are kept at IATI's offices and are available to members upon request.

Here follow only few of the issues progressed by IATI's committees in Q1 are:

1. The IATI [MNC Government work group](#) is trying to cooperate with the governmental authorities to promote a process of simplifying equipment import in the Hi Tech industry.
2. The IATI MNC Collaboration work group has launched the second weekathon. 7 companies took part in this extraordinary event, working together for 5 dynamic days, for more information about the Weekathon, click [here](#)
3. The IATI [Academia committee](#) initiated a new subcommittee that will deal with the challenges of the Big Data world in all aspects of the Hi Tech and life science industry. The subcommittee will focus in regulation issues, Big Data research and innovation, and will try to promote collaboration between the industry and academia in the issues of Big Data and Healthcare, and Big Data and Online Commerce.
2. Representatives from the IATI [law firm and accounting committee](#) and board were called to speak in front of Andoran committee following a formal IATI letter that was sent to the committee. The Andoran committee deals with the Capital Investments Law. All IATI recommendations were accepted.
3. The IATI [MNC HR work group](#) is working hard to change the rest & working hour law in the purpose of adjusting it to the special conditions of the hi-tech industry.



Government Collaborations:

We continue to strengthen our close and ongoing daily work relations with governmental bodies on all levels, as well as take part in the democratic decision making processes on relevant issues.

This quarter, the [Science and Technology Committee](#) at the Knesset met to discuss the investments in Arabic Hightech, with Economy Minister Naftali Bennett.

IATI representatives also took part in other Knesset committees: the Economy Committee; the High-Tech Lobby with Knesset member Robert Ilatov; the ministers committee (with Knesset member Erel Margalit) that discusses the employment of 45+ aged work force; a committee that promotes the need for higher employment rates of the Arab-Israeli work force etc.

Our Media Presence

The new page [IATI In The Press](#) on our website collects all the interviews and acknowledgements of IATI in local and global media. We have had a massive presence in all levels of print, web, radio and television, and have done our best to express the voice of the Israeli High-Tech and Life Science Industry. In addition, IATI's annual events, initiatives, prizes, gathering and seminars got plenty of media attention. [Click here](#) to see all the media appearances of IATI representatives: print feature stories, TV interviews and special projects, during 2014.

Our New Media Activity

Our website (www.iati.co.il) keeps attracting existing and new audiences who take interest in Israeli advanced industries, and its content gets updated daily. We will also be happy to upload and promote IATI members' news, under our editorial considerations. For submitting your news and updates please [contact us](#).

We remind you the new superb addition to the site: the [Best Practices for Entrepreneurs & Startups page](#) - where we bring you all the information you need as an entrepreneur or a seed company. In this section we thrive to help young entrepreneurs easily glide into the core of big business in the High-tech and Life Science sectors, both in Israel and abroad.



Please check out the [Opportunities](#) part of this section to find out about competitions, grants, and events relevant for entrepreneurs and young companies.

Our media and new media channels steadily promote more exposure of IATI's members and their news updates, as we research and collect your new media channels, press releases and media coverage, in order to upload it to our news section on our web site, and on our social network pages.

We also notify you by e-mail whenever such new media promotion has been made by us.

We invite you of course to press "**LIKE**" on our [Facebook page](#) ; to follow our new [Twitter account](#) and to join our [LinkedIn group](#) as well as our [MeetUp group](#).

Please remember you can always inform us of any news update that your organization might have and you think is worth mentioning on our news section and social media pages. To do this, just [forward us](#) the news, or a link to a media story where your company is mentioned, and we will do our best to further promote it on the net.

We also encourage you to not hesitate & send us your original articles or presentations on subject that might be of interest to other IATI members. We are looking for educational, non-commercial content only. For some great past examples please follow [this link](#).

A "IATI Member" Badge we designed can be assimilated onto your company website as well as printed out on your publications (this image is free to copy, distribute and transmit for IATI members only). A great example can be seen [here](#).

Please feel free to assimilate this badge onto your organization website, with a link leading to our site - www.iati.co.il . You can download it on [this address](#).

This report and previous IATI reports can be seen [here](#).