



Dear Members,

In spite of summer being traditionally a quieter office time of year, we kept our usual routine and used the less intensive time to work in depth on: committees meetings; updating and enriching the companies database; refreshing our website; strengthening the network with relevant organizations in Israel and abroad; and creating and promoting events and activities. The results of this work are already to be seen, as more new members have joined IATI in this last quarter, and many others have again chosen to renew their membership.

We proudly welcome the new IATI members 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 long-run 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 events of all kinds, including conferences, seminars, webinars, courses and speed-dating events – all in order to promote the industry's interests and the connections among the various sectors. Each event that we organized, large-scaled or intimate, gave its own and specific donation to the rich content, new opportunities and high quality networking available for IATI members.

IATI also kept its on-going work in strengthening the relationship and day to day cooperation with relevant ministries and agencies in all levels, and constantly being involve



at the process of promoting existing and new legislation and regulation. More about our extensive activity will follow below.

Annual Israel Innovation Conference (MIXIII)

In 2014, 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. The conference will take place at the Tel Aviv Fairgrounds May 20-22, 2014. Additional details can be [found here](#).



Events

The last quarter saw us initiating, organizing and donating content to about 23 IATI related Industry events - 8 of them were intended for Life Science Industry, 6 for High Tech Industry and 9 events for both Industries.

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

IATI MNCs Weekathon event:

In the end of June we had the [1st IATI MNC Weekathon](#). 30 senior developers from 8 Multi-national R&D centers in Israel gathered for one week and worked in cross-company teams on innovative projects that they had invented and thought up together. The



participating MNCs were Microsoft Corporation, General Motors, General Electric, EMC Corporation, Hewlett Packard, Sears Holdings Corporation, Alcatel Lucent, and Texas Instruments.

The developers presented their inventions in the 1st IATI MNC Weekathon Demo Day on June 27th. The event was filmed with the kind help of LiveU. The video recording of the full event can be viewed here: [Part 1](#), [Part 2](#). The featured presentations are [available on our website](#).

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



The new [IATI Marketing Managers Forum](#) was launched and proved the need for marketing managers to have a professional haven for marketing personnel in High-tech & Life Science companies to meet, learn and share. Over 80 marketing managers took part in the first event of this kind, and heard presentations by Tzahi (Zack) Weisfeld, Senior Director Strategy & Business at Microsoft Corporation (on Story Telling as a Marketing Tool) and by Jon Elkins, Founding Partner, Headline Media Strategic Communication (on Innovation Communication – Tips for Communicating Innovation to Global Audiences). We are looking forward the next IATI Marketing Managers Forum.



1. [Qualcomm Ventures Team's 1-on-1 meetings](#) with High-Tech Seed Startups - IATI continued its series of 1-1 networking events: startups regularly meet senior executives in the high-tech and life science industries. On June 25 high-tech seed startups with promising technologies were invited to meet up with the **Qualcomm Ventures seed investments team** led by Patrick Eggen, Mony Hassid and Aviv Asulin.
2. [Webinar: FDA decisions for IDE clinical Investigations](#) – The Food and Drug Administration (FDA) invited you to join a webinar on its new draft guidance: FDA Decisions for Investigational Device Exemption (IDE) Clinical Investigations.
3. [CFO Forum for Hi Tech & Life Science companies](#) – this is the 5th gathering which was arranged by IATI , Deloitte and Bank Leumi. Speakers were Eran Dagon, Director, Deloitte & Touche LLP, and Asaf Homossany, managing director EMEA, Global Corporate Client Group of NASDAQ. About 60 CFO of high tech and life science companies participated.
4. [Expanding your Business into the US](#) – in co-operation with Mintz-Levin. Key considerations and pitfalls. A presentation and panel discussion about doing business in the United States.
5. [Technological Entrepreneurship: From Dream to Reality](#) - IATI and FWMK invited technological entrepreneurs for an educative small scale meeting that has provided them with tools for better business development and innovation.
6. [Breakfast: Forewarned IS Forearmed](#) - How to Plan Early for an Exit – arranged with S. Horowitz & Co. Presentations from this event can be found on our website [Presentations page](#).
7. Webinar: [University Sponsored Research: Moving Technology from Gown to Town](#) - This webinar by IATI and Greenberg Traurig has discussed private vs. public deal expectations, understanding and leveraging university IP policies, managing relationships with professors and students, participating in the patenting process, and more.
8. [Bridge to Paris](#): Speed-Dating with the Israeli office of the Paris Region Development Agency - The Israeli office of the Paris Region Development Agency has invited Israeli companies interested in business opportunities, business events or planning, to open offices in the Paris region and a speed dating event with Mr. Daniel Bessis, head of the Israeli Office of the Paris Region Development Agency.



9. [Doing Business in Russia](#) – a seminar held with Baratz and Pearl Cohen Zedek Latzer. Questions discussed in the seminar concerned IP securing strategies in Eastern Europe, tax considerations in Russia, and technology deal in The Russian Federation.
10. [The Road to Financing Conference](#)- This conference, arranged together with PWC, has brought together a diverse perspective of industry leaders, who shared their insights with regard to startup fundraising. The conference explores and presented the potential sources of capital, investment strategies, and various ways to obtain funding.
11. Seminar: [Recent Legal Developments Affecting the Hi-Tech Industry](#) - The seminar addressed cyber security, patent law, crowd funding and M&As. Arranged In collaboration of our member Shenhav & Co. Presentations from this event can be found on our website [Presentations page](#).
12. Seminar: [Opportunities & Challenges of Exporting Medical Equipment to Japan](#) – Chamber Of Commerce Israel-Japan, in co-operation with Tel-Aviv and Central Chamber of Commerce and IATI invited medical equipment companies to a meeting that will discuss the penetration to the Japanese market.
13. Course in [Regulation and Drug Development Biotech Products](#) – Arranged with Bio-Medical Research Design (B.R.D.), this course discusses ongoing professional development essential to developing and maintaining a knowledgeable and sustainable R&D and medical technology work force.
14. [USI Israel to NYC' Program for Israeli Startups](#) - The US Israel Business Council (USI) and the New York City Economic Development Corporation (NYCEDC) are hosting Israel's leading tech startups in New York City. The search for startups ended August 25, and the exclusive three-day Israel to NYC program, on October 7-9, will enable selected Israeli startups to meet investors and business partners and accelerate their international expansion in NYC.

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, 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 have worked intensively during the 2nd quarter of 2013. 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.

Issues progressed by IATI's committees in Q3 are:

1. A meeting was held with the Israel Tax Authorities, to promote the facilitation of the process of review and handling of M&A deals by the Israel Tax Authorities. It was agreed that the Tax Authorities will provide a suggested new procedure for review by major stakeholders in the near future.
2. A strategic meeting of the **Clean-tech** Industry leaders is being organized, to discuss the challenges that the Clean-tech industry in Israel is facing and to create awareness to the situation of the industry. The meeting is scheduled to take place in November 2013.
3. Promoting a road-show overseas for Israeli startups in the **Cyber** arena, with potential international investors, partners and distributors.



4. Promoting collaboration between the industry and academia in the issues of **Big Data and Healthcare**, and **Big Data and Online Commerce**.
5. IATI has started a **technical training program** for Israel Patent Office examiners. This is intended to assist in maintaining and improving the professional understanding of the examiners in technological matters. The program will be delivered by IATI members.
6. The **new** IATI Marketing Forum launched in June 2013, with two eye opening presentations about "Story telling as a marketing tool" by Tzahi (Zack) Weisfeld, Sr. Director Microsoft Ventures and about "Top tips for communicating innovation to global audiences" by Jon Elkins, Founding Partner, Headline Media.
7. Life Science Committee is contributing in preparation for the Annual Conference – [IATI Israel Innovation Conference](#).
8. The IATI MNC Communications Committee has collated a data sheet incorporating updated statistics and data about Israel and the high-tech industry. The data can be found on the "Israel High-Tech Industry Data" icon [here](#).
9. The [Government Relations committee](#): in the last quarter the committee synchronizes its work with other IATI work-groups who relate to governmental issues (such as our Law Committee, MNC Forum, Cyber Committee, Cleantech committee and others). In the last quarter, the committee has dealt, among others, with the following issues:
10. Activity and [Emergency meeting](#) with Industry leaders and Avi Hasson, Chief Scientist of the Economy Ministry, to cancel anticipated budget cut of the Office of the Chief Scientist (OCS).



11. Activity intended to increase the participation of Israeli institutional investors in the high tech and life science sectors.
12. Active involvement in the matter of employees' compensation for service inventions. The court decided that IATI will not be a party to the proceeding. Special thanks to Adv. Yoav Oestreicher and Adv. Dan Shamgar of Meitar.
13. Meeting together with Pitango VC and Prof. Eugene Kandel, Head of National Economic Council and economic advisor to the Prime Minister regarding taxation of profits from stock options.
14. Issuing a letter to the Ministry of Finance and to the Economy Ministry regarding Intel taxation issues. Yoav was also interviewed on Bloomberg TV on the donation of large MNCs to Israeli high-tech. You can watch the interview [here](#).
15. On-going work and relations with the relevant ministries and meetings with the ministers and senior officials.

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](#).

There are plenty of new content and more accessible data on our website. To name just a few additions:

- a. [Israel high-tech database](#) – a frequently updated file holding all data and figures regarding Israel and the high-tech industry, for the use of IATI members.
- b. [References for Israel economy and high-tech data](#)



- c. Model legal documents for your use (coming soon).
- d. [Updated MNC Forum webpage](#) with useful links and data, such as Israel high-tech industry data file, link to all Israel MNCs annual conferences and more.
- e. [Testimonials](#) – Members and friends write about their experience with IATI. Send us your testimonial too!
- f. [IATI members logos](#) file has been designed and uploaded to the IATI Members section on the site.
- g. [Annual Conferences](#) page, with links to all annual events since IATI's establishment.

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 you 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](#).