



Dear IATI Members,

We all felt the stressful and difficult summer as Israel went through its operation in Gaza that significantly affected the South and Center of Israel, which included the Tel Aviv area. We experienced bomb attacks accompanied with national grief. The IATI team, along with all of the Israeli High-Tech and Life Science industries, had to literally work under fire, as our hearts were with the Southern residents of Israel.

Despite these gloomy factors, we kept business as usual and above the usual - this last quarter was marked with a variety of exciting events and networking meetings. From the [3rd IATI, Mastercard Israel & Citi Technology Award event](#), to a fun & sportive happening like the [IATI MNC Basketball Tournament](#). Plenty of other events, all high in added value, were organized in benefit of our members.

We have also used Q3 for thoroughly updating our [IATI Companies Database](#), which is now open exclusively for members only.

We were glad to announce the brand new **mobile version of the IATI website** –getting updated on our news activities from anywhere, right in the palm of your hand!

We proudly welcome **29 NEW** IATI members in Q3! 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.

For joining IATI please click [here](#).



Q3 2014 New Members



Events

We have organized and were involved in **46 IATI related Industry events** - **17** of them intended for the Life Science Industry, **22** for High Tech Industry with the remaining events geared towards both Industries.

1-on-1 meetings were arranged by us during MIXiii, in response to IATI members requesting to meet with large global players who attended the Conference. Click here for [IATI's events page](#).

Here follows only a partial list of IATI initiated events:

1. [IATI, MasterCard Israel & Citi Technology Award 2014](#): For the 3rd year in a row, we were looking for entrepreneurs who are in the early stages of developing new & exciting web or mobile applications in the financial technology realm. The prize remained \$25,000 and also



secured a place in the Citi Accelerator Tel Aviv program, as well as great exposure to the IATI community. The 3 Finalists received free Annual Membership to the IATI community.

The 2014 winner was Pricence. We congratulate Pricence and are happy to welcome them as IATI members!

Click for the event's [media coverage](#) and the [photo album](#). For more info about the IATI, Mastercard Israel & Citi Award click [here](#).

Apart from IATI CEO, Karin Mayer Rubinstein, the competition judges were: Mastercard Israel Country Manager, Andreas Hemberger; and Head of Citi Accelerator TLV, Ornit Shinar. We'd like to warmly thank both.

2. **[Startup Battle Korea 2014](#)** - IATI CEO, Karin Mayer Rubinstein, was a panelist and a judge in the [Startup Battle Korea contest](#) - a contest where the best startups in Korea are selected through competition to maximize their opportunity for global expansion of their business. The event was organized by Korea Trade-Investment Promotion Agency ([KOTRA](#)) and hosted by Ministry of Science, ICT and Future Planning of South Korea. Taken place in KINTEX, Ilsan (near Seoul), the event was a part of "Global Mobile Vision" (GMV), a major exhibition & conference on mobile technologies & solutions. Apart from judging in the contest, Karin participated and spoke in the panel "Where to start up? Start up in homeland first or overseas?" with Draper Associates' Billy Draper, AcreWhite's Danel Seal, Expedia's Jerald Singh, and Bingham McCutchen LLP's Stephen W. Clinton.

Right after the contest, Karin met with Korean Vice Minister of Science, ICT and Future Planning, Yoon Jong-Lok, to discuss possible Israeli-Korean co-operation in various fields of innovation and advanced technologies.

[Click here](#) for more info on Karin's participation in the event. Photos from the event can be [seen here](#).

3. **[IATI MNC Basketball Tournament](#)**: Sportive fun was the name of the game as R&D and Operation teams from 8 MNCs gathered to play basketball together. They all came together for an afternoon of fun and team spirit atop the roof of eBay Israel to compete outside of the business world – as per initiative of Erez Tsur, General Manager of Cadence Israel as well as of IATI MNC Forum steering team. The participating companies were: Cadence, EMC, Dell, SanDisk, eBay, Oracle, Verint and Kodak.

Coming in first place was eBay, followed by Sandisk in second while Verint took third.



For more info about the event click [here](#). A short clip of the game can be seen [here](#). Photos from the game can be seen [here](#).

Looking forward to the next MNCs teamwork event!

4. [Tour to Bnei Brak for VCs](#) Managing Partners : An invite only event for IATI VC Partner Members, showing them around HighTech & startup scene of Bnei Brak, alongside a culinary tour with offerings of traditional New Year's delicatessens. The event was co-organized with the Haredi HighTech Forum and Rachip, and we'd like to warmly thank Rachip's founder and CEO, Rachel Ganot.

The goal was getting to know the HighTech & startup scene that is growing inside the Haredi community. Participants received a warm welcome and had a great educational experience.

For the Bnei Brak tour's photo album [click here](#).

5. [EU Israel Innovation Seminar](#) "VCs in a Changing World" (at DLD) – with the EU and ISERD. For media impressions from this event, with IATI Co-Chair Yoav Chelouche's take, click [here](#). For a TechTime story on the VC panel click [here](#). For TheMarker's story on the event click [here](#).
6. [Israel Technology Conference in Philadelphia](#) - Mayor Nutter and the City of Philadelphia in collaboration with IATI to host this exciting conference in Philadelphia. The Conference will afford a select group of Israeli companies an opportunity to meet with leading corporations from Philadelphia and the east coast of the U.S. to explore strategic partnerships and expansion of their business – in three industries: Healthcare IT, Media and Cleantech. The Conference will take place on October 27-28 and [registration is still open](#).
7. [DigitalHealth.il](#): over 300 innovative startups and key players in the digital health eco-system, participated in this once-in-a-year opportunity to explore the revolution in an ever-changing industry. The event focused on "Digital health and solutions for healthcare" and was integrated with the [TEDMEDLive](#) event in Jerusalem. Also, the 1st DigitalHealth.il Start-Up Contest took place, for companies which will significantly improve the future of the healthcare industry including patient experience.
8. [RoundTable: Accessing the London Market](#) – with KPMG Somekh Chaikin and Goldfarb Seligman & Co.



9. [Webinar: Big Data & Analytics](#) – co-organized with Axis Innovation and GKH.
10. [Interactive Hands-on Medical Device QA/RA Workshop](#) – with experts from Physiologic.
11. RoundTable: [Sample Size and Submission in Clinical Trials](#) – a round table co-initiated with TechnoStat, geared towards medical directors, CEOs and start-up companies. An IATI members-only event.
12. [The Impact of the Changing Global Medical Device Landscape on the Israeli Industry](#) – a panoramic overview of the influence of the anticipated changes in the medical device space – for entrepreneurs, CEOs and other decision makers from the medical device industry.
13. [KChallenge Israel](#) - a startup challenge by Kimberly Clark - Kimberly Clark's biannual KChallenge program that has run in Israel July-September. The program grants the winning startup with a prize of \$15,000 and the opportunity to test its solution in one of Kimberly Clark's markets including mentoring, market data, distribution and promotion.
14. [Webinar: Proposed 2015 Changes to Medicare Reimbursement](#): Implications for Life Sciences Companies - McDermott Will & Emery LLP have presented this webcast that focused on the revisions to Medicare reimbursement announced by the CMS. The webcast provided perspective from former senior CMS officials on the rationale behind the changes and their implication for the future.

For the full IATI events list please visit [our events page](#).

Our Committees and Forums

IATI's Committees and Forums worked intensively during the 3rd quarter of 2014. The committees are here for you as they aspire to influence, to create public and governmental awareness on issues concerning the Israeli advanced industries sectors, and to initiate business and national processes.

We are happy to see IATI members join the numerous committees and forums. For more info about joining one, please contact Roni Yore at roni@iati.co.il

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.

Government activity – main issues:

Planned changes at the Chief Scientist Office:

Our intensive co-work with the government continued. A significant milestone for the advanced technologies sectors was also laid this quarter, as the OCS started working on [its new reform](#). The recently suggested idea claims replacing the CSO division in the Ministry of Economy with an independent national authority for R&D and innovation. All through the thinking process, IATI was closely looking at the suggested changes in the reform, due to pass soon.

Minister of Economy, Mr. Naftali Bennett, recently sent IATI a letter, thanking it for the support and aid in co-working on the recent reforms. "Israeli economy is built on innovation, creativity and intensive doing and you (IATI) have a significant part in this", [wrote Bennett in his letter](#) last month.

We will plan ahead according to future changes and will continue to update you about this matter.

- Rest & Working Hour Law - recommendations.

- Penetration of employees' unions into the MNC.

- Capital Investments Encouragement Law - [amendments](#).

- Working Visa's for experts from abroad.

- Patent office co-operation - training by the industry for patent examiners.

IATI Committees work:

The IATI multinational companies Forum has continued to work vigorously this quarter; the IATI multinational Companies managers have gathered for their quarterly MNC Forum meeting, discussing recent developments of the local and international markets. The forum invited Dadi Perlmutter, VC and former VP at Intel, to take part in the meeting, sharing his experience in managing the largest R&D center in Israel.



The forum work groups continued with their hard work, influencing on numerous issues: regulation (experts' visas, work and rest hours law), Various collaborations (between companies, between the industry and the Academia world) and more.

The forum also initiated The IATI MNC Basketball Tournament which was a refreshing timeout from business activities and yet has donated to strengthening the interconnecting ties among Israeli R&D arms of multinational companies, as were built along the co-working inside our MNC Forum.

The IATI VC Committee has expended its members list and invited new members to join the committee in order to take part in and influencing the VC industry. The committee is dealing with several challenges, among them is the need for strengthening the VC industry and increasing foreign investments.

The IATI government committee has gathered to discuss about the upcoming changes in government authorities (Chief Scientist Office) and targeted some new issues to improve the Israeli economy such as opening life science multinational companies centers in Israel.

More information about IATI's committees and forums can be found [here](#).

Our Media Presence

The 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 MIXiii Conference and its participants & exhibitors got plenty of media attention.

IATI's appearances on all media channels are specified here.

Our New Media Activity

About a month ago, we were excited to announce the launch of our brand new mobile version of the IATI website. Our site can be accessed now via all your mobile devices, from everywhere. In order to provide convenient portable opportunities, we have specifically developed a user friendly interface with the visibility of all the existing content on the site – news, events, useful info and special features.

Check us out now using this link from you mobile device: <http://www.iati.co.il>

Contact us regarding any matter concerning accessibility or user interface of the website.



Also, massive effort has been made in order to secure the IATI website from hacker attacks.

Our Companies Database is updated continually – however, in the summer we took the time to go detail by detail and thoroughly fact-check every single detail. This was made in order to serve IATI members as the exclusive Database users and to make it easier for you to draw useful information from it. We remind you that if you wish to contact any IATI member, this can be done through us as per your request.

During the summer our website was as popular as ever, with frequent visits from people and organizations who take interest in Israeli advanced industries. We remind you that we will gladly upload and promote IATI members' news, under our editorial considerations. For submitting your news and updates please [contact us](#).

Our media and new media channels steadily promote more exposure of IATI's members news updates. We also notify you by e-mail whenever we make such new media promotion.

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

For joining IATI please click [here](#).

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

Please do not hesitate to contact us at any time, either at the office: 972-73-713-6313, or contact me directly: 054-444-8884, or email: karin@iati.co.il.

Sincerely yours,

Karin Mayer Rubinstein

IATI CEO