



**Dear IATI members,**

We would like to take this opportunity and thank you all for the trust and honor you gave us by choosing us as the IATI Co Chairmen.

Many thanks to Aaron Mankovski and Ruti Alon who made this organization a united, renowned voice and representative of the entire Israeli Hi Tech and Life Sciences Industries. Their vision and many achievements for these industries by influencing policies and legislations as well as creating new business opportunities in Israel and abroad will continue to have significant impact on these sectors.

The Israeli Hi Tech and Life Sciences industries continue to be Israel's main growth engines but are facing many challenges; a global economic slowdown and regulatory changes.

The fundamentals of the Israeli innovation spirit and entrepreneurship culture are facing growth challenges and global competition. We at the IATI will continue to promote innovation and technology and support the growth strategy of the Israeli High tech industry.

Our experiences taught us the value of committed partners and shared goals. That's the way we feel about the Israel Advance Technology Industries as a whole. The combined talent, brainpower and entrepreneurial energy of our members hold enormous energy promise for our industries and for Israel.

We trust that you – IATI Board members and IATI members will all join us in doing anything and everything to help our industries succeed. Together, we will handle the challenges more effectively. We will encourage innovation, entrepreneurship, investments, academia – industries collaborations and advance the regulation to support the entire eco system. The IATI will help Israeli companies become global leaders in their respective areas and penetrate new emerging markets.

We feel fortunate to have such partners across the industries and we are eager to work with you to help realize our dreams.

Yours,

**Dr. Benny Zeevi**  
Managing General Partner  
DFJ Tel Aviv Venture Partners

Co Chairman IATI

**Yoav Chelouche**  
Managing Partner  
Aviv Venture Capital

Co Chairman IATI



Dear Members,

The third quarter of 2012 has been one of our busiest periods in terms of fruitful activities. Firstly, July 3<sup>rd</sup> marked the day of the first IATI Elections. This was a truly historical moment, which provided an opportunity for IATI members to speak up and influence the future of the HighTech and Life Science industries.

With the election votes tallied, a new diversified IATI board was created, with two new co-chairmen elected by the end of July: Dr. Benny Zeevi of DFJ Tel Aviv Venture Partners and Yoav Chelouche of Aviv Venture Capital.

The HTIA 2012 Annual Conference has outdone the 2011 conference, drawing thousands of visitors and high caliber speakers from all over the world. With excellent presentations from top speakers and on-going networking in between the conference was a great place to be at. Thanks to the phenomenal local and foreign media coverage of the conference, the practical impact on its participants in terms of networking and knowledge gathering proved invaluable.

This quarter we also joined forces with The Ministry of Foreign Affairs and Bank Leumi, in order to create the IDC comprehensive annual report of the Israeli ICT Industry. Many organizations in Israel and abroad were waiting for this worthwhile report, as the result was a unique and thorough report that faithfully represents 2012 in Israeli HighTech Industry. A Life Science Industry report is due to be released soon as well, and we'll be sure to send it to you.

A short video clip about Israeli technologies developed here by MNC and local companies was produced specially for the HTIA2012 conference. The clip encapsulates not only the power of Israeli High Technology but also Israel's significant position as a one of the world's leading R&D location, inviting new foreign investments. The video clip was made possible with the generous help of the Ministry of Trade and Labor and LAPAM; we would like to express our sincere gratitude and appreciation.

IATI's committees and forums successfully maintained their scheduled meetings this quarter including the new and successful CFOs forum, accelerators committee as well as the HR committee of the MNC forum. Specific details can be found inside the report.

And as the IATI activities continually increase, we continue to welcome new companies that have joined the organization. We are proud to have added many brand new members from all sectors.



Within the preparations towards HTIA 2012 Conference, our Facebook page has made an impressive leap and reached almost 2000 Likes, with users involved, sharing and commenting on content.

Lastly, we have taken our final step in the merger between the former ILSI and HTIA by moving offices and happily settling into our new joint workspace in Hertzliya Pituach. Our boxes are already unpacked by now – come have a look!

I gladly remind that you are most welcome to contact me personally at [Karin@iati.co.il](mailto:Karin@iati.co.il) with any questions or matters that you may have.

Warm Greetings,

Karin Mayer Rubinstein

CEO, IATI



The third quarter of 2012 has been one of our busiest periods in terms of fruitful activities. The amount of activities that took place in the last three months competes only with their importance to IATI members. Let's start then with portraying this intensive period of summer 2012 and its significant time signs.

### **IATI-IDC 2012 Industry Report**

This quarter we joined forces with International Data Corporation (IDC) Israel, The Ministry of Foreign Affairs and Bank Leumi, in order to create a new and comprehensive report of the Israeli HighTech Industry. Many organizations in Israel and abroad were waiting for this worthwhile report, as the result was a unique and thorough report that faithfully represents 2012 in the HighTech Industry, Israel's most pride winning sector. The report portrays industry dynamics in various HighTech sub-sectors, lists past acquisitions of Israeli companies, and describes future outlooks for the industry.

We are more than certain that the report will be of use to you. Please take the liberty to forward it to others who might find it of interest. You can view the full IATI-IDC Israel report at this link:

[http://www.iati.co.il/images/stories/IATI\\_annual\\_review\\_2012.pdf](http://www.iati.co.il/images/stories/IATI_annual_review_2012.pdf)

A Life Science Industry report is due to be released soon as well. We'll be sure to send it to you once it's published.

Below is a link to the Marker with regards to the report:

<http://technation.themarker.com/hitech/1.1821735>

### **2012 IATI Board Elections**

July 3<sup>rd</sup> saw the first IATI Elections take place. This was a truly historical moment, letting IATI members have their say and get a chance to influence the future of HighTech and Life Science industries. Many IATI members have voted to help determine their representatives in the HighTech and Life Science Industries – and influence the future of both industries in whatever concerns in-governmental lobbying, negotiations with other organizations, initiating events and conferences with foreign corporations, funds and venture capital investors, and more.

After the elections took place, a new IATI board was established, that represents all -sectors within the HighTech and Life Science industries. We are very proud of this board, as it reflects both in its impressive panel and in its devotion. The two new co-chairmen that were elected in the end of July: [Dr. Benny Zeevi](#) of DFJ Tel Aviv Venture Partners and [Mr. Yoav Chelouche](#) of Aviv Venture Capital.



The full list of the newly elected board members can be found here:

<http://www.iati.co.il/about-us/board-of-directors>

## HTIA 2012 yearly Conference

HTIA 2012 Annual Conference has outdone the 2011 conference with thousands of visitors and speakers from more than 20 countries. The list of speakers was long and impressive and included: John Donahoe, President & CEO, eBay; Dr. Vishal Sikka, CTO, SAP; Tom Rosamilia, VP of Corporate Strategy & GM, IBM; Bob Kelly, Corporate Vice President, Windows Azure Marketing of Microsoft Corp.; Dr. Nam-Sung (Stephen) Woo, President & General Manager, the System LSI Business, Samsung Electronics; Laurent Le Gourrierc, Head of Corporate CTO, Alcatel Lucent; Michael Roudi, Senior VP, Time Warner Cable Corporation; Douglas L. Gilstrap, Senior VP, Ericsson Corporation; Bob Kelly, Corporate VP, Microsoft Corporation; Deborah Hopkins, CIO, Citi; Lauren States, VP, CTO Cloud, IBM; Adam Fisher, Partner, Bessemer Venture Partners; Jacques Benkoski, VP, U.S. Venture Partners; and many others.

The Conference program is linked here:

<http://events.eventact.com/oscar/htia2/tentative-program-12.08.pdf>

President of Israel, Mr. Shimon Peres, was a speaker of honor in the Conference, in a fireside chat with Dr. Yossi Vardi. Peres's inspiring speech was held in front of a packed house, and described Israel's advantages as a HighTech nation and analyzed its technological future.

**Mr. Shimon Peres' speech** was filmed and can be viewed here:

[Part 1](#)

[Part 2](#)

Important announcements were made on the conference's stage, such as Israel's President, Mr. Shimon Peres's announcement (by Dr. Rafi Gidron, Founder and Chairman - Israel Brain Technologies) on the launch of [\\$1m global B.R.A.I.N. Prize](#) which will be given to an individual or team throughout the world who can demonstrate an extraordinary breakthrough in brain technology with global implications.

**Photos** from the HTIA 2012 Conference can be viewed here:

<https://picasaweb.google.com/oscar4bevents/HTIA2012OpeningEvent?authuser=0&feat=diirectlink>





<https://picasaweb.google.com/oscar4bevents/HTIA2012DayI1109?authuser=0&feat=directlink>

<https://picasaweb.google.com/oscar4bevents/HTIA2012DayII1209?authuser=0&feat=directlink>

An amazing short video clip about Israeli technologies developed here by MNC and local companies was produced specially for the HTIA2012 conference. The clip encapsulates not only the power of Israeli High Technology but also Israel's significant position as a one of the world's leading R&D location, inviting new foreign investments. The video clip was made possible with the generous help of the Ministry of Trade and Labor and LAPAM; we would like to express our sincere gratitude and appreciation.

The **Made in Israel video clip** can be viewed here:

<http://www.iati.co.il/high-tech-industry-news/549-iati-made-in-israel-video-clip>

For the list of **press coverage** of the HTIA2012 Conference please [click here](#).

During the Conference, IATI and MasterCard Worldwide, together with The Junction, had announced The **IATI-MasterCard Technology Award** – a \$25,000 award that would be given to a brilliant web or mobile payment application idea from an Israeli start-up or entrepreneur. Top Ten submissions will be judged in November, and we are just as thrilled as you are. More details on the award, as well as a link for registration, can be found here:

<http://www.iati.co.il/conferences-and-events/industry-related-events/517-iati-a-mastercard-technology-award>

<http://www.iati.co.il/iati/IATIMasterCardAward.pdf>

We would like to thank all the HTIA 2012 Advisory Board members and especially Aaron Mankovski –former Co-Chairman, IATI and Managing General Partner, Pitango VC; Yahal Zilka - Co-Chairman, HTIA 2012 and Managing Partner, Magma VC; Dr. Yossi Vardi - Co-Chairman. All of them devotedly helped navigate the Conference's content and volume so that they created a more than satisfying experience. We send warm and special thanks to Mr. Nir Barkat, Mayor of Jerusalem, Mr. Yonah Yahav, Mayor of Haifa, and Prof. Peretz Lavie, President of the Technion – Israel Institute of Technology for their help.



The HTIA 2012 Conference was organized by Oscar4B. We heartily thank them along with all our media partners.

We would like to express a special thank you to all our HTIA 2012 Conference sponsors and partners; firstly the Platinum sponsors: Bank Leumi and Haifa Municipality. The first day of the Conference took place in Haifa and was indeed a blasting success. Gold sponsorship was given by NYSE Euronext and Simmons and Simmons. The full list of IATI Members, who were Conference sponsors, is located here:

<http://reg.co.il/htia12/sponsors.ehtml>

## Committees and Forums

IATI's committees and forums successfully maintained their scheduled meetings in the quarter and promoted each its area of activity. Some examples:

**IATI Multinational Companies (MNC) Steering Committee and Work Groups meetings** took place this quarter, as well as 1 on 1 Meetings with leaders of MNCs, including: TI, IBM, Cisco, SanDisk, Samsung, Oracle, Google, Alcatel-Lucent, Autodesk, Salesforce, HP Software and Dell.

MNC managers were interviewed by TheMarker. The interview can be found here: <http://technation.themarker.com/hitech/1.1779345>

More info on the **IATI MNC forum** can be found here:

<http://www.iati.co.il/multinational-companies/iati-mnc-forum>

A new IATI tradition in forum activity is successfully continuing to happen: the [High-Tech and Life Science CFOs Forum](#), in partnership with our members Deloitte and Bank Leumi, had its 2nd Meeting in July, allowing medium sized High Tech and Life Science start ups to educate and network together.

And Israel Start Up network Event, organized with our member the Tel Aviv Jaffa Academic College, has done the same for startups from all the high-tech sub-sectors

<http://www.meetup.com/IsraelStartupNetwork/sponsors/>

## **New Forums and Committees:**

In addition, IATI has established new forums this quarter, to further promote and enhance the industry, at all levels and sectors. The new forums that will be meeting periodically and promoting their fields are:



**IATI Technology Law Firm Committee** – As practiced in many similar organizations world wide, IATI has established a forum of IATI members who are law firms running the high tech and life science groups. Members of this Committee are the senior partners of the leading high-tech departments of Israeli and international law firms. The forum is focused on legal issues relevant to all sectors of the High Tech and life science industries.

**IATI HR forum** – HR Professionals in global companies in the technology industries often face similar challenges in the course of their work. IATI has established a forum for Human Resources managers that are run under the IATI Multi-National R&D Centers forum. Sharing information, best practices and combining forces in order to facilitate their work and to promote the industry are some of the goals of this Forum.

### Our Events and Meetings

The HTIA 2012 Conference has been intensive indeed but that doesn't seal IATI's networking activities for Q3. It has been a great quarter to take advantage of the opportunities that IATI offered its members for learning, networking, personally meeting foreign delegations and in general, widening the possibilities that your organization can choose from.

We also invite you to contribute your knowledge and ideas by presenting in webinars and suggesting new concepts for webinars in areas you are familiar with.

Here are some of the meaningful seminars and webinars that took place this quarter:

**1. Palestinian High Tech Seminar & One on One Meetings**

<http://www.iati.co.il/conferences-and-events/industry-related-events/434-palestinian-high-tech-seminar-a-one-on-one-meetings->

**2. Seminar: How to secure a medical device investment that works**

[http://www.iati.co.il/images/stories/get\\_you\\_prepared\\_for\\_an\\_investment.pdf](http://www.iati.co.il/images/stories/get_you_prepared_for_an_investment.pdf)

**3. Building your company for success**

<http://www.iati.co.il/conferences-and-events/industry-related-events/507-building-your-company-for-success>

**4. Co-operations with the Medical Technology Industry in China**, an event organized by our member China-Israel Synergy. Young Israeli Telemedicine companies were invited to apply to participate in a special seminar in China that began in September where they personally met with leading Chinese investors and manufacturers.

<http://www.facebook.com/events/346449988767807/>

**5. A visit to Israel by our affiliate the Cincinnati, Ohio Chamber of Commerce delegation**, in order to meet Israeli technology companies willing to penetrate the American market. The Cincinnati delegation held one-on-one meetings with the companies in what contributed to





broadening the co-operation between both states.

<http://www.iati.co.il/conferences-and-events/industry-related-events/499--q>

6. **A Special Meeting with Mrs. Debby Hopkins.** Debby Hopkins, Citi's Chief Innovation Officer, visited Israel and was presented some of Israel's remarkable innovation and entrepreneurship. Citi, an IATI member, has selected several FinTech (financial technologies) start-up companies that presented their innovations and developments directly to Mrs. Hopkins. A Cocktails and Canapé's evening was also arranged, in which the opportunity for Israel's most up and coming entrepreneurs could meet and mingle with Debby as well as her team.

#### 7. Israel Startup Network Event

<http://www.meetup.com/IsraelStartupNetwork/sponsors/>

#### 8. Webinar: ANDA vs. 505(b)(2) - When and Why?

<http://mp163422.cdn.mediaplatform.com/163422/wc/mp/4000/15208/15210/18452/Lobby/default.htm>

#### 9. Building your company for success -

<http://www.iati.co.il/conferences-and-events/industry-related-events/456--24-2012>

#### 10. Webinar Invitation: Global Trends in Venture Capital: How Confident Are Investors? -

<http://www.iati.co.il/conferences-and-events/industry-related-events/451-webinar-invitation-global-trends-in-venture-capital-how-confident-are-investors>

#### 11. Webinar: Evaluating Product Risk in a Rapidly Changing Environment

<http://mp163422.cdn.mediaplatform.com/163422/wc/mp/4000/15208/15210/16696/Lobby/default.htm?ref=ProductionTeamEmail>

12. **Call for proposal** was published by our member PWC Israel **for building marketing representation in India and China.** Israeli medium to large enterprises were encouraged to send their proposals till the beginning of July to get a chance to win an up to a 50% grant for the purpose of building marketing presence in those countries.

<http://www.iati.co.il/conferences-and-events/industry-related-events/432-2012-06-25-11-07-47>

### Media and New Media Presence

Our daily activity in the new media includes updated daily industry news, events and industry trends on our Facebook page and IATI LinkedIn group. Within the preparations towards HTIA 2012, our Facebook page has made an impressive leap and reached almost 2000 Likes, with users involved, sharing and commenting on content.



We are happy to promote news items, press interviews and columns that are related to IATI members, so if your organization got press exposure and we missed it, don't hesitate to send us those links.

We are also looking for your short (up to 500 words), professional articles on subjects that concern the Israeli High Tech and Life Science community. You are most welcome to contact us and consult us about the subject of your article before you start writing.

We remind you that you are most welcomed to **Like** us [on Facebook](https://www.facebook.com/IATIIsrael) (<http://www.facebook.com/IATIIsrael>) and to join the [IATI LinkedIn group](#) for staying in touch with us.

As the IATI activities forge ahead, we continue to receive excellent feedback from all directions, and continue to welcome new companies that have joined the organization for the first time.

The last quarter saw dozens of **brand new** members from all sectors. To name only a few: eBay, General Electric, Qualcomm, Groovideo, Mipso, PayPal, Philips, Samsung, SanDisk, Texas Instruments Israel, Norwest Venture Partners, Getaxi, Freescale, VocalZoom, BGN Technologies, IVC Research Center, Ariel- University R&D Company, China Israel Synergy, S. Horowitz & Co and many others.

You are welcome to Join IATI and become influential members. More details can be found here: <http://www.iati.co.il/members/become-a-member>

A new unified IATI website is about to be launched before the end of the year – a site that will be an important portal of the Israeli HighTech and Life Science Industries. An announcement of the new site and its address will be sent at a later date.