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## Clearing the Obstacles to High-tech Success

Far beyond the glittering headlines made by the “exits” of the lucky few companies, CEO Karin Mayer Rubinstein of Israel Advanced Technologies (IATI) faces complicated global and local challenges in her effort to promote high-tech and life-science industry in a period of economic uncertainty. / Joel Tsafir

**Tech Talk**  
Karin Mayer  
Rubinstein

The scenario seems familiar, almost like a Hollywood drama. Small start-ups that begin with virtually no capital but lots of initiative, develop a breakthrough technology and, after years of struggle for survival, conquer the

### Initiative



IATI's management team includes representatives from Microsoft, Google, GM and more

world. That's when they draw the attention of the media, flooded with stories of the new millionaires deciding what to do with the windfall. Dozens of Israeli start-ups have achieved the dream of a successful “exit” and are snapped up by wealthy international companies. What doesn't reach the public eye is that the road to riches is filled with pitfalls, and that in the final analysis only 1 in 10 initiatives is successful. The great majority come apart along the way. That's far less attractive to the media, which isn't interested in the day-to-day difficulties faced by technology companies, from the shortage of qualified manpower to regulatory and tax problems, a world where the competition is tough and most of all, a breathless chase after necessary capital. Prominent among those

providing help and resources to those struggling companies is Karin Mayer Rubinstein, CEO of the Israel Advanced Technologies Association (IATI), a non-profit body umbrella organization for high-tech and life-science industries. IATI is the result of a 2012 merger between the roof groups of two separate sectors, the High-Tech Industry Association and the Israel Life Science Industry. The new body's goal was clear – unifying forces and pooling resources in order to better influence decision-makers, promote growth, and creatively develop business opportunities for organization members. “The Israeli high-tech sector makes headlines when start-ups carry out a successful exit and are sold to giant concerns. But before and after the exits, there's an entire ecosystem with rules that are different than other systems,” says Mayer Rubinstein. “Our activity is designed to help those technology companies advance and succeed, and in particular to get over all >>>