

# MATIMOP – Your Gateway to Israel's Technology and Global Markets

Israel Leads EUREKA from July 2010 through June 2011

**M**ATIMOP, the executive agency of the Office of the Chief Scientist of the Ministry of Industry, Trade and Labor of Israel (OCS), is the official National Agency for international industrial R&D cooperation, charged with promoting highly supportive policies to build Israel's industrial infrastructure, as well as nurturing industrial innovation and entrepreneurship.

Over the past several years, Israel has placed increasing emphasis on developing a world-class life sciences industry. Israel's highly talented cadre of academic and industrial scientists and engineers, along with cutting-edge enterprises in the life sciences, creates a thriving environment for life sciences R&D, both in biotechnology and medical devices. Moreover, the OCS offers preferential grants for life science companies and has recently launched a dedicated biotechnology venture

capital fund as a joint venture with the private sector. Now in recognition of the increasing importance of developing new technologies to resolve the world's energy, environmental and climate crises, the OCS believes that international collaboration holds the

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key to the growth of a strong, local clean-tech industry leading to a new focus on this emerging sector. However, the development of innovative new commercial technologies, products and services is a high-risk and expensive proposition in any field, often exceeding the capacity and capabilities of individual firms and even countries, therefore necessitating the OCS's intervention and support.

At the level of the individual companies, the benefits derived from joint R&D projects are clear: Risk Sharing – high risks are mitigated by utilizing government grants and through scientific, technical and commercial synergies; Time to Market – collaborative R&D tends to shorten

development cycles providing critical commercial advantages; and Strategic Relationships/Partnerships – mutually beneficial strategic partnerships enhance opportunities for success in an increasingly competitive and integrated global market.

Through OCS' increasing range of international bilateral and multilateral programs administered by MATIMOP, international companies gain access to Israeli industry's unique capacity for innovation. The effort to expand the network of international industrial R&D collaboration with new countries, states, provinces and regions is ongoing.

MATIMOP currently implements bilateral programs with a majority of European nations and recognizes the increasing importance of emerging market opportunities for Israeli companies in Asia, where it operates agreements with China (Jiangsu Province), Taiwan and India; in Australia with the state of Victoria, and South America, with recently established collaboration agreements with Argentina, Brazil and Uruguay. Further, MATIMOP seeks to expand opportunities with Israel's most important trade and technology partner, the United States, where it now implements agreements with Massachusetts, New York, Maryland, Virginia, Oregon, Colorado and Wisconsin, as well as with the Federal Government to enhance the infrastructure for cooperation through the US-Israel Science & Technology Commission.

According to Michel Hivert, Director General of MATIMOP, 2010 "was the second excellent year in a row. Based on MATIMOP's increased focus on leveraging international agreements, 250 Israeli companies with foreign partners applied for funding and 60% were approved with total approved project budgets of NIS 3000M

Mr. Hivert adds that he believes that within two years international cooperation activities will make up about one third of the annual budget of the OCS and be no less than NIS 500 million. He asserts

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further that, "international strategic partnerships are critical to Israeli industry by opening the gateway to successful competition in the increasingly integrated global market for knowledge-intensive products."

MATIMOP serves as the national administration center for the multilateral European innovation programs of EUREKA, CIP-EEN, Galileo, and FP7 through ISERD.

Particularly noteworthy is EUREKA, with 39 member countries; EUREKA is the largest pan-European network for market-oriented, industrial R&D and innovation through its support to small and medium-sized enterprises, large industry, universities and research institutes. On a yearly basis, EUREKA supports more than 300 collaborative projects in a variety of industries, totaling over 1.5 billion Euros. These industrial projects match up partners from two or more member countries – including small and medium-sized enterprises (SMEs), large industry, and research institutes. Over 40 percent of EUREKA project participants are small and medium enterprises.

Projects can be launched in virtually all industry fields and technological areas – IT, manufacturing, water technologies, communications, biotechnology and energy, among others. EUREKA initiatives look to meet challenges such as climate change, energy security, and limited water resources.

Since joining EUREKA in 2000, Israel has become one of the most active countries in the network. In 2009, over one thousand new projects were launched through EUREKA, with Israel participating in over 10% of them. As Mr. Hivert notes, "Israel's outstanding achievements within EUREKA have been recognized by all the participating countries, which chose Israel to serve as the Chairman of EUREKA from July 2010 to June 2011. The Israeli EUREKA Chairmanship focuses on empowering EUREKA as a major innovation platform in the European Research Area (ERA) and developing concrete benefits for EUREKA's industrial participants, in particular to further stimulate international cooperation in the bio-medical area."

Indeed, in July 2010, Israel took the reins of the EUREKA Network as its year-long Chair. The nomination of Israel for the chairmanship is an unprecedented achievement at the national level, which marks a significant milestone in the EU - Israel political and economic relations. Leveraging Israel's culture of innovation and spirit of entrepreneurship, the Israeli EUREKA Chairmanship has helped develop new sources of funding for start-up companies, small and medium sized enterprises, and research institutes in Israel and throughout Europe and the world. The chairmanship is being led by the Israeli Ministry of Industry, Trade and Labor through the Office of the Chief Scientist and MATIMOP.

MATIMOP provides assistance to Israeli companies seeking suitable partners for international collaboration in the framework of one or more of the available international programs. Funding for Israeli companies participating in international collaborative R&D programs is provided by the OCS. MATIMOP assists Israeli companies determine the right international program in which to pursue

international technology collaboration and reach target markets.

Finally, MATIMOP utilizes both its close connections with local industry and the most complete database of Israeli industrial R&D companies to assist international companies find suitable Israeli partner companies.

Extensive experience and intensified efforts combine to make MATIMOP your gateway to ensuring that Israeli industry can continuously pursue mutually beneficial strategic technology collaboration opportunities anywhere in the world.

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