



# Invitation Nordic delegation to Tel Aviv – November 14-15 2018

## Sustainable healthcare as a leverage for smart circular cities

Join us for a delegation to Tel Aviv to increase business, knowledge and collaborations within sustainable healthcare solutions and smart, circular cities. This is an opportunity to contribute to the Nordic Prime minister initiative on how Nordic solutions can target the global challenges.

The interest for Nordic solutions within sustainability in Israel is very high, not at least when it comes to sustainable healthcare and circular solutions. Healthcare and cities are interlinked and solutions in either affects the other. We believe that solutions which target sustainable healthcare can be valuable for circular and smart cities, and vice versa.

Companies and other organizations that are interested in the Israeli market and who have solutions related to healthcare or circular and smart cities can join the delegation and get valuable contacts and business. Solutions of interest is, among others, circular waste solutions, energy solutions, new materials, e-health, logistics, water monitoring & saving and ICT-solutions.

Participating organizations pay for their own travel and accommodation, but the venue, matchmaking, study tour etc are funded by the project. This is a unique opportunity to go in to a new market or strengthen your business.

### You will get:

- Contact with relevant decision makers
- Business opportunities – finding R&D partners
- Knowledge about the Israeli market
- Unique insights to the Israeli health sector
- Valuable contacts from the Nordic countries

The event is organized by [Nordic Center for Sustainable Healthcare](#) and [Afeka Institute of circular engineering and economy](#) in collaboration with the Swedish embassy, the Danish embassy, the Finnish embassy and [Upgraded](#). The event is funded by Nordic Innovation – joint Nordic events.

**Registration:** [tem@tem.se](mailto:tem@tem.se)

**Participation:** Free of charge to participate, traveling companies pay and book their own travel and accommodation.

**Information:** [daniel.eriksson@tem.se](mailto:daniel.eriksson@tem.se)

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**Location:** Tel Aviv – further details will be announced.



Afeka Institute of  
Circular Engineering  
and Economy



## Preliminary programme:

### November 14

09.00	Registration of participants and coffee
10.00	Presentations from <ul style="list-style-type: none"><li>• Nordic Innovation</li><li>• Nordic Embassies</li><li>• Israeli Government representatives</li><li>• Nordic Center for Sustainable Healthcare</li><li>• Afeka Institute for Circular Economy</li><li>• Israeli Hospitals – Needs and status</li><li>• Nordic Hospitals – Needs and status</li><li>• Company presentations – solutions for a sustainable healthcare linked to smarter and more circular cities.</li></ul>
16.00	End of the day & conclusions
17.00	Mingle

### November 15

09.00	Registration of participants and coffee
10.00	Match making and round table discussions with companies and other representatives such as Nordic companies and Israeli stakeholders, Israeli companies and Nordic stakeholders. Small groups, presentations and discussions.
13.00	Study tour in the afternoon in healthcare – circular city setting

## Some facts about Israel

### Innovation:

1. Israel is ranked as the 3rd most innovative country in the world according to the Global Competitiveness Report 2017-2018.
2. Israel's venture capital and incubator industry plays an important role in the booming high-tech sector that has been given the nickname "Silicon Wadi", considered second in importance only to its Californian counterpart, the Silicon Valley
3. Israel has the largest number of startups, per capita, in the world.
4. Israel has the largest number of NASDAQ listed companies, outside US and Canada.
5. More than 300 multi-national companies have chosen Israel as a location for R&D centers.
6. There's a reason why Facebook's second-largest R&D center is located in Israel. It's the same reason why Warren Buffett chose to make Israel the home of his first major acquisition outside of the United States. And it's the same reason why Microsoft, Google, Apple, Intel, Samsung, HP, Siemens, GE, Philips, Alcatel-Lucent, Cisco, Toshiba, Barclays, Hutchison and LG spark the long list of over 270 multinational companies who have realized that Israel is their ideal choice for investment.
7. With the highest concentration of startups in the world after Silicon Valley, Israel has become renowned globally as the "Startup Nation."
8. President Barack Obama remarked that "If people want to see the future of the world economy they should look at Tel Aviv, home to hundreds of startups and research centers."

### Healthcare:

1. In a survey of 48 countries in 2013, Israel's health system was ranked fourth in the world in terms of efficiency, and in 2014 it ranked seventh out of 51.
2. In 2015, Israel was ranked sixth-healthiest country in the world by Bloomberg rankings and ranked eighth in terms of life expectancy.
3. Around 8% of Israel's GDP is spent in Healthcare or around 25 billion US dollars per year spent in Healthcare.

### GreenTech:

1. Israel is a global leader in desalination, with 40 percent of Israel's drinking water coming from desalination.
2. Israel is also a global leader in the use of recycled water. 70 percent of Israeli wastewater is recycled and used in agriculture after undergoing a special purification process.
3. According to a report from the Cleantech Group and WWF, Israel is the 6th most innovative country worldwide for cleantech.
4. Solar water heaters were invented in Israel in 1955 by Harry Tabor. To this day, Israel is in the first place worldwide in market penetration with 95% solar water heaters, saving 4%-7% of its power consumption.
5. Israel has about 250 cleantech companies.