



ISRAEL FOOD INNOVATION

Business Trip to Israel

FOR WHOM?

This trip is aimed at Swiss food companies in the fields of production, technology, logistics and distribution.

WHY ISRAEL?

A very dry climate and only 20% of the land area that can be cultivated naturally demand new approaches in food production. In addition, changing consumer behaviour, increased awareness of sustainability and population growth require an intelligent and technological spirit of innovation. Start-ups with experienced and interdisciplinary founders in the fields of sensor technology, AI, Big Data, robotics and 3D printing are therefore specifically supported. As a result, Israel has become a world leader in new technological approaches in the food sector.

WHY SHOULD YOU JOIN THIS TRIP?

Due to the small domestic market, companies orientate themselves towards international markets early on and are strongly interested in cooperation with foreign companies. At the same time, Israel, with its manageable size and a population with an affinity for technology, is considered an ideal "test market" for new ideas (proof of concept). Israel also has a significant presence in the following FoodTech sectors: production of new protein sources, reduction of sugar and sugar alternatives, personalized nutrition, food monitoring throughout the production and supply chain, and digital nutrition (equipment, diagnostics, consulting, F&B products).

- **The following highlights await you:**

- **Startup Pitch Event:** Select specific innovation topics in advance, after which relevant start-ups will be chosen based on the selection.
- **Meet and exchange:** Share your experiences with innovation experts in the fields of food, water, retail, logistics and agriculture.
- **Lessons learned:** Learn how other international companies deal with digital transformation and disruptive technologies and how they find new and successful business models.

Benefit on this trip from an active exchange with companies and get to know new innovative processes and products to strengthen your competitiveness in your markets.

OFFICIAL PROGRAM

The number of participants is limited. Please register quickly, we look forward to seeing you!

PROGRAM

Wednesday May 6th, 2020

- Presentation of the Israeli Tech Ecosystem
- Pitch event with start-up companies from the foodtech sector
- Visit of a large local company in the food sector
- Meeting with companies in retail and marketing
- Visit to the old town of Tel Aviv Yafo (optional) followed by dinner

Thursday May 7th 2020

- Business reception at the Swiss Embassy in Tel Aviv and exchange with Israeli companies
- Meeting with the person responsible for innovation at the Swiss Embassy in Israel
- Individual meetings with companies (according to the wishes of the participants)
- Visit of an international / Swiss company in the food sector
- Exchange with one of the leading food distributors in Israel
- In the evening return journey or individual continuation of the journey

OPTIONAL DAY

We offer the possibility of one additional day, either **Tuesday May 5th or Sunday May 10th 2020** based on your individual travel plans, to meet potential partners, customers and other stakeholders or visit Jerusalem.

INFORMATION EVENT

Tuesday, March 3rd 2020

10:00 – 12:00 at Switzerland Global Enterprise, Stampfenbachstrasse 85, 8006 Zurich

Wednesday, March 4th 2020, from 16.30 - 18.00h at the Grand Hotel Villa Castagnola in Lugano.

COSTS

1. CHF 2'970.- for Members / CHF 3'500.- for Non-Members (based on 10 participants)
2. **Included costs:** 2 overnight stays in 4* hotels, 2 x lunch & dinner, transport.
Not included costs: all flights and the day program of the 6. May 2020.

YOUR CONTACT



Ruedi Büchi
Senior Consultant Middle East

rbuechi@s-ge.com
Direct +41 44 365 53 63
Mobile +41 79 794 12 05

s-ge.com