

**TRADE AND INVESTMENT MISSION TO ISRAEL AND THE PALESTINIAN TERRITORIES  
BY THE HONOURABLE MIKE BAIRD MP  
PREMIER OF NEW SOUTH WALES  
1-10 APRIL 2016  
POST MISSION REPORT**

## **MISSION PURPOSE**

Innovation and entrepreneurship are hallmarks of the Israeli economy and provide key drivers for expertise, productivity, and economic growth. The Premier's mission to Israel and the Palestinian Territories aimed to:

- Understand the Israeli policy settings on innovation, science and technology and to understand their research credentials.
- Gather learnings from the Israeli model for entrepreneurs and successful startup ecosystems, with a particular focus on MedTech, FinTech and Cyber security.
- Promote NSW as Australia's innovation hub.
- Promote collaboration on medicinal cannabis, as two forward thinking countries.
- Reinforce the strong cultural ties between NSW and Israel.
- Build new relationships with the Israeli and Palestinian Governments.
- Pursue new areas of collaboration with both Israel and the Palestinian Territories.

## **MISSION DESCRIPTION**

The NSW Premier visited two Israeli cities (Tel Aviv and Jerusalem) over four days and visited the Palestinian Territories (the West Bank) for one day. The mission to Israel was an opportunity to understand the policy settings on innovation, science and technology and to understand their research credentials. The visit to the West Bank was an opportunity to meet with Palestinian officials and see firsthand how Australian aid funding is being put to use to help refugees. The mission was also an opportunity to pursue new areas of collaboration with both Israel and the Palestinian Territories.

## **MISSION BACKGROUND**

The mission was the first time a sitting NSW Premier has visited and led a delegation to Israel. Israel is an advanced market economy and industry composition exhibits strong credentials in the information technology sector, as well as professional and technical services industries. Given the industry composition, the mission was undertaken under 5 streams:

1. Innovation and entrepreneurship
2. Medicinal Cannabis
3. Cyber Security
4. FinTech
5. MedTech

The mission was also timely given the Federal Government's National Innovation and Science agenda. It was an opportunity to understand Israel's advanced market economy, and apply these learnings to NSW, to position the state at the forefront of Australia's diversifying economy.

## **Palestinian Territories (West Bank)**

The Premier visited Ramallah and Bethlehem on 4 April. While in the West Bank, the Premier:

- Met with Dr Raid Malki, the Palestinian Foreign Minister to discuss how Australian aid funding is being put to use to help refugees, and to discuss potential collaboration between the University of Sydney and Hebron University in the area of agricultural research.
- Visited a United Nations Relief and Works Agency (UNRWA) refugee camp, Aida, and was briefed by the Acting Director of UNRWA, Lance Bartholomeusz. The visit was an opportunity to see firsthand how Australian aid funding is being put to use to help refugees.
- Met with Vera Baboun, the Mayor of Bethlehem to understand the issues facing Bethlehem and to identify potential areas of collaboration, in particular around water and waste management.

## **Jerusalem**

The Premier visited Jerusalem on 2, 3, 5 and 6 April. While in Jerusalem, the Premier:

- Met with Mr Yaakov Litzman, the Israeli Minister for Health to discuss policy developments with respect to the medicinal use of cannabis in Israel.
- Met with His Excellency, Reuven Rivlin, the President of the State of Israel and discussed the strength of the NSW-Israel relationship and a willingness to increase cooperation into the future.
- Met with Professor Raphael Mechoulam from the School of Pharmacy at the Hebrew University of Jerusalem to discuss the latest developments in medicinal cannabis research and pursue an agreement between the Hebrew University, the University of NSW and the University of Sydney to collaborate on medicinal cannabis research.
- Visited and undertook a tour of 'Yissum' at the Hebrew University to understand how the University has been leading the way in commercialisation.
- Attended a business meeting with Presentense, an Israeli incubator and accelerator focusing on disability technology.
- Attended a Cyber Security Roundtable, chaired by the NSW Police Commissioner, Andrew Scipione, to exchange ideas on cyber security and hear from local businesses innovating in cyber security.
- Laid a wreath in honour of servicemen at Mt Scopus Commonwealth War Graves.
- Laid a wreath to pay respects to the victims of the Holocaust at Yad Vashem – the World Holocaust Remembrance Centre.

## **Tel Aviv**

The Premier visited Tel Aviv on 6, 7 and 8 April. While in Tel Aviv, Israel's hub of innovation, the Premier:

- Met with Mr Avi Luvton from the Israeli Office of the Chief Scientist to sign a bilateral cooperation agreement to encourage research and development and technical on cyber security, water management and agritech.
- Met with the Weizmann Institute of Science and announced NSW Government funding for a new Centre for Cellular Genomics in Sydney.

- Attended a FinTech Roundtable, chaired by The Hon. Warwick Smith AM, and announced NSW Government support for Austrade's landing pad in Tel Aviv.
- Visited the headquarters of Elbit Systems to announce NSW Government funding to support a joint initiative between Elbit Systems of Australia and the Royal Flying Doctors Service in Dubbo.
- Attended a MedTech Roundtable, chaired by Professor Ian Jacobs, President and Vice-Chancellor of the University of New South Wales.
- Delivered a keynote address at a Australian Israel Business Chamber lunch to over 150 Israeli business leaders outlining the strong NSW economy, the NSW innovation agenda, the leading position of NSW as Australia's leading startup state, as well as promoting NSW as an attractive destination for Israeli businesses and investors.
- Visited CISCO's innovation centre, the companies second largest globally, to understand how the company has successfully navigated the Israeli tech and startup ecosystem.
- Attended a business meeting with TEVA Pharmaceuticals, the world's largest generic pharmaceuticals company.
- Met with Surf Life Saving Israel to observe the success of the Israel Nippers program following NSW involvement in establishing the program.
- Witnessed a number of business to business signings of MOUs demonstrating collaboration between Israel and NSW companies.

## KEY OUTCOMES

The mission progressed the NSW-Israel relationship through new agreements and areas of collaboration which will be of benefit to NSW, including:

- **Innovation MOU between the NSW and Israeli Governments** – signed by the Premier in Israel, supported by \$2 million funding to support NSW businesses to connect and commercialise.
- **Garvan and Weizmann Institutes collaboration with NSW Government funding for a Centre of Cellular Genomics in Sydney** – \$5 million funding for a Centre of Cellular Genomics in Sydney, to be located at the Kinghorn Cancer Centre in Darlinghurst.
- **NSW Government funding announcement for Royal Flying Doctors Service (RFDS)** - \$2.5m funding for the RFDS to set up its state of the art tourism, aeromedical and aviation facility at Dubbo airport, called the Community and Heritage Centre.
- **NSW Government support for Austrade Landing Pad in Tel Aviv** – NSW Government will support the Landing Pad by sending the first fintech group, all from NSW, to Tel Aviv once the Landing Pad is operational.
- **Medicinal Cannabis collaboration** – an agreement to increase collaboration between the University of Sydney, University of NSW and the Hebrew University on Medicinal Cannabis research while meeting with Professor Raphael Mechoulam from the School of Pharmacy at the Hebrew University of Jerusalem.

The mission also progressed an opportunity for collaboration between the University of Sydney and Hebron University in the Palestinian Territories in the area of agricultural research.

Other outcomes from the mission included:

- Gaining an in-depth understanding of the success factors from the Israeli entrepreneurship and start up culture that could be adopted in NSW, which was achieved by:
  - Attending and participating in roundtables on Fintech, Medtech and Cyber Security
  - Visiting incubators and accelerators, and meeting with startups to understand their journey
  
- Gaining an understanding of factors that support commercialising research and development, which was achieved by:
  - Visiting 'Yissum' – the commercialisation arm at the Hebrew University
  - Meeting with Mr Avi Luvton from the Israeli Office of the Chief Scientist
  - Meeting with startups and businesses who have been successful in the commercialisation of ideas
  
- Learning from the Israeli policy settings and research in medicinal cannabis, which was achieved by:
  - Meeting with Mr Yaakov Litzman, the Israeli Minister for Health
  - Meeting with Professor Raphael Mechoulam from the School of Pharmacy at the Hebrew University of Jerusalem
  - Attending and participating in a Medtech roundtable

## **OFFICIAL DELEGATION**

The Honourable Mike Baird MP  
Premier of New South Wales

### **Accompanied by:**

Mrs Kerryn Baird

Mr Blair Comley PSM  
Secretary  
NSW Department of Premier and Cabinet

Mr Bay Warburton  
Chief of Staff  
Office of the Premier

Mr Imre Salusinszky  
Media Director, Office of the Premier

Ms Susan Calvert  
Executive Director, International  
NSW Department of Premier and Cabinet

The Honourable Warwick Smith AM  
Chair, NSW Export and Investment Advisory Panel  
(Covered own costs)

Mr Tony Story  
Head of Digital Media, Office of the Premier<sup>1</sup>

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<sup>1</sup> Although Mr Story was included in the official delegation and although costs associated with his travel are included in the table which follows, it is noted that the Liberal Party provided cash funding to the NSW Government of \$16,723.09 based on an estimate of the costs associated with Mr Story's travel.

## ESTIMATED COSTS AND DETAILS OF TRAVEL

<b>Minister</b>	The Honourable Mike Baird MP
<b>Portfolio</b>	Premier and Minister for Western Sydney
<b>Destinations(s) visited</b> a) Countries b) Cities	a) Israel and the Palestinian Territories b) Jerusalem, Tel Aviv, Ramallah and Bethlehem
<b>Dates of travel</b> a) Departure date b) Return date	a) Friday 1 April 2016 b) Sunday 10 April 2016
<b>Number of official travel days</b>	Six
<b>Number of accompanying</b> a) Minister's staff b) Government officials	a) Three <sup>2</sup> b) Five This includes three travelling NSW Police Protection Officers <i>Notes:</i> <i>Costs for NSW Police Protection Officers – Full costs for two officers are included as the officers accompanied and provided protection to the Premier and Mrs Baird. Half of the costs for the third protection officer are included as the officer undertook an advance of the Premier's program and then accompanied the Commissioner of Police during his separate program.</i>
<b>Accompanied by spouse</b> a) in an official capacity b) in a private capacity	a) <i>Mrs Baird accompanied the Premier in an official capacity. Mrs Baird attended official functions and government meetings with the Premier and independently attended official meetings.</i>
<b>Costs</b>	
<b>Airfares</b> a) Minister, Minister's staff and spouse b) Government officials	a) \$43,622.70 <sup>3</sup> b) \$29,160.08
<b>Accommodation</b> (includes any meals/incidentals charged to room) a) Minister, Minister's staff and spouse b) Government officials	a) \$19,689.80 <sup>4</sup> b) \$15,417.06
<b>Official hospitality</b> a) Minister, Minister's staff and spouse b) Government officials	a) \$1,680.67 b) Nil

<sup>2</sup> This includes Mr Story, the Head of Digital Media, Office of the Premier (see note 1 above).

<sup>3</sup> This includes costs associated with Mr Story, but see note 1 above.

<sup>4</sup> This includes costs associated with Mr Story, but see note 1 above.

<b>Other expenses</b> a) Official gift presentation b) Ground transport c) Meals and refreshments d) Interpreter e) Other miscellaneous costs	a) \$1,751.07 b) \$7,504.46 c) Nil d) Nil e) \$27,625.76 Includes expenses from the Australia-Israel Chamber of Commerce for transfers, meals, in-country security and on the ground coordination and assistance. Costed at \$19,689.12
<b>TOTAL estimated travel cost</b>	\$146,798.69 <sup>5</sup>  <u>The total estimated cost to the NSW Government, after deducting the cash funding provided to the Government by the Liberal Party, was <b>\$130,075.60.</b></u>
<b>Currency conversion rate</b>	1 AUD = 0.762 USD 3 May 2016

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<sup>5</sup> This includes costs associated with Mr Story, but see note 1 above.

## **BUSINESS DELEGATION – ISRAEL PROGRAM**

Any and all costs incurred by the participating business delegation were met by the individual delegates.

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Business delegation (alphabetical):

Professor Kathy Belov  
Pro Vice Chancellor for International Engagement  
University of Sydney

Ms Abby Bloom  
Founder  
Acu Rate

Mr Mark Blum  
General Manager, CISCO IoE Innovation Centres  
CISCO Australia

Tony Ferguson  
Executive Chairman  
Nulux

Danny Gilbert  
Managing Partner  
Gilbert and Tobin

Mr Danny Gilligan  
Co-Founder  
Data Republic / Reinventure

Professor Chris Goodnow  
Deputy Director  
Garvin Institute

Antony Green  
Executive Director  
Macquarie Capital

Professor Ian Jacobs  
President and Vice-Chancellor  
UNSW Australia

John Michailidis  
Managing Director  
Teva

John Paitaridis  
Managing Director  
Optus



Spiro Papas  
Executive General Manager, Global Institutional Banking  
NAB

Gary Pinshaw  
Partner  
McKinsey and Co.

John Roth  
Director  
Henroth Investments

Dug Russell  
Chairman  
One Smart Star

Alex Scandurra  
CEO  
Stone and Chalk

Mr John Vassallo  
CEO  
Celestino

# Mission Meeting Disclosure Summary

## Premier

### Premier's Mission to Israel, April 2016

Date	Meeting title	Organisation / individual	Purpose of Meeting
03/04/2016	Meeting with the President of Israel	<ul style="list-style-type: none"> <li>HE, Reuven Rivlin, the President of the State of Israel</li> </ul>	<ul style="list-style-type: none"> <li>NSW-Israel relationship and areas of collaboration for the mission</li> </ul>
03/04/2016	Meeting with the Israeli Minister for Health	<ul style="list-style-type: none"> <li>The Honourable Yaakov Litzman, Minister for Health</li> </ul>	<ul style="list-style-type: none"> <li>Medicinal use of cannabis policy developments in Israel</li> </ul>
04/04/2016	Meeting with the Foreign Minister of the Palestinian Authority	<ul style="list-style-type: none"> <li>The Honourable Riad Al-Malki, Foreign Minister of the Palestinian Authority</li> </ul>	<ul style="list-style-type: none"> <li>NSW-Palestinian relationship and Palestinian community in NSW, which is the largest in Australia</li> <li>University collaboration on agricultural innovation to compliment the focus of Australia's Aid program on agriculture</li> </ul>
04/04/2016	UNRWA (Aida) Refugee Camp	<ul style="list-style-type: none"> <li>Lance Bartholomeusz, Acting Director of UNRWA Operations</li> </ul>	<ul style="list-style-type: none"> <li>To see firsthand how Australian aid funding is being put to use to help refugees</li> </ul>
04/04/2016	Meeting with the Mayor of Bethlehem	<ul style="list-style-type: none"> <li>Mrs Vera Baboun, Mayor of Bethlehem</li> <li>Mr Issam Juha, Vice-Mayor, Bethlehem Municipality</li> </ul>	<ul style="list-style-type: none"> <li>Issues facing Bethlehem</li> <li>To identify potential areas of collaboration, in particular around water and waste management</li> </ul>
05/04/2016	Hebrew University – School of Pharmacy	<ul style="list-style-type: none"> <li>Professor Raphael Mechoulam, School of Pharmacy</li> </ul>	<ul style="list-style-type: none"> <li>Discuss medicinal cannabis research and pursue a bilateral agreement between the Hebrew University, the University of NSW and the University of Sydney to collaborate on medicinal cannabis research</li> </ul>
05/04/2016	Hebrew University – Yissum	<ul style="list-style-type: none"> <li>Rector Prof. Asher Cohen</li> <li>Amb. Yosi Gal, Vice President</li> </ul>	<ul style="list-style-type: none"> <li>Understand how the University has been leading the way in commercialisation</li> </ul>

Date	Meeting title	Organisation / individual	Purpose of Meeting
06/04/2016	Business meeting with Presentense	<ul style="list-style-type: none"> <li>• Guy Spigelman, CEO, Presentense Israel</li> </ul> <u>Startups/businesses</u> <ul style="list-style-type: none"> <li>• Oded Ben Dov, Sesame Enable</li> <li>• Ohad Doron, Tomer Yannai, Gemon</li> <li>• Ziv Demter and Omer Zur, Para Trek</li> <li>• Yair Tzur, Handy Bag</li> <li>• Ghaleb Mashni, Cycling Forward Club</li> </ul>	<ul style="list-style-type: none"> <li>• Visit startup incubator and accelerator</li> <li>• Meet with startups focusing on disability technology</li> </ul>
06/04/2016	Cyber Security Roundtable	<ul style="list-style-type: none"> <li>• Yoav, Partner, Jerusalem Venture Partners (JVP)</li> <li>• Dudu Mimran – CTO, Deutsche Telekom</li> </ul>	<ul style="list-style-type: none"> <li>• Exchange ideas on cyber security and hear from local businesses innovating in cyber security</li> </ul>
06/04/2016	Fintech Engagement	<ul style="list-style-type: none"> <li>• SOSA Global CEO Roy Oron</li> <li>• Uzi Sheffer, General Manager at SOSA</li> <li>• Carmit Oron, Head of Value creation at SOSA</li> <li>• Shahar Melamed Director of Account Management at ZooZ</li> <li>• Tal Grinberg, CEO at Paybox</li> <li>• Sharon Argov the CEO at Funbird and Finimpact</li> <li>• Dorel Blitz, Head of Fintech at KPMG</li> </ul>	<ul style="list-style-type: none"> <li>• Exchange ideas on Fintech and hear from local businesses innovating in Fintech</li> <li>• Announce NSW Government support for Austrade's Fintech Landing Pad in Tel Aviv</li> </ul>
06/04/2016	Medtech Roundtable	<ul style="list-style-type: none"> <li>• Boaz Lifshitz, Founding Partner, Peregrine Ventures</li> <li>• Mr Eyal Lifschitz, CEO, General Partner &amp; Co-Founder, Peregrine Ventures</li> </ul> <u>Startups/businesses</u> <ul style="list-style-type: none"> <li>• Valtech Cardio Ltd</li> <li>• Memic Innovative Surgery</li> <li>• Cordio Medical</li> <li>• Syqe medical</li> </ul>	<ul style="list-style-type: none"> <li>• Exchange ideas on Medtech and hear from local businesses innovating in Medtech</li> </ul>
06/04/2016	Meeting with the Office of the Israeli Chief Scientist	<ul style="list-style-type: none"> <li>• Mr Avi Luvton, Executive Director, Asia Pacific &amp; Latin America, MATIMOP</li> </ul>	<ul style="list-style-type: none"> <li>• To sign a bilateral cooperation agreement between NSW and Israel to encourage research and development.</li> </ul>
07/04/2016	Business meeting with	<ul style="list-style-type: none"> <li>• Ami Ben-Amram, Data Centre Manager</li> </ul>	<ul style="list-style-type: none"> <li>• Visit CISCO's innovation centre, the companies second largest</li> </ul>

Date	Meeting title	Organisation / individual	Purpose of Meeting
	CISCO	<ul style="list-style-type: none"> <li>Zika Abzuk, Business Development Manager</li> </ul>	globally understand how the company has successfully navigated the Israeli tech and startup ecosystem.
07/04/2016	Business meeting with Elbit Systems	<ul style="list-style-type: none"> <li>Ran Kril, Vice President, Elbit Systems and colleagues</li> </ul>	<ul style="list-style-type: none"> <li>Visit headquarters of Elbit Systems to announce NSW Government funding to support a joint initiative between Elbit Systems of Australia and the Royal Flying Doctors Service in Dubbo.</li> </ul>
07/04/2016	Australia-Israel Chamber of Commerce Address (Business Chamber Address)	<ul style="list-style-type: none"> <li>Australia-Israel Chamber of Commerce</li> <li>Over 150 Israeli business leaders</li> </ul>	<ul style="list-style-type: none"> <li>To outline the strong NSW economy, the NSW innovation agenda, the leading position of NSW as Australia's leading startup state, as well as promoting NSW as an attractive destination for Israeli businesses and investors.</li> </ul>
07/04/2016	Business meeting with TEVA Pharmaceutical	<ul style="list-style-type: none"> <li>Avinoam Sapir, Vice President and General Manager – Innovation</li> </ul>	<ul style="list-style-type: none"> <li>Visit TEVA's facilities and discuss their business operations in both Israel and NSW</li> </ul>
07/04/2016	Business meeting with Weizmann Institute	<ul style="list-style-type: none"> <li>Professor Michal Neeman, Vice President Weizmann Institute</li> </ul>	<ul style="list-style-type: none"> <li>Announce NSW Government funding for a new Centre for Cellular Genomics in Sydney</li> </ul>