

**AUSTRALIAN LANDING PAD MISSION TO ISRAEL BY THE HON MATT KEAN MP
MINISTER FOR INNOVATION AND BETTER REGULATION
6-9 SEPTEMBER 2017
OVERSEAS TRAVEL REPORT**

MISSION PURPOSE

The purpose of this mission was threefold:

1. to lead a delegation of cutting edge cyber and fintech startups to the Austrade Tel-Aviv Landing Pad,
2. to advance bilateral relations as they relate to the Minister's Portfolios of Innovation and Better Regulation; and
3. to identify opportunities for advancing the NSW Innovation Agenda.

MISSION DESCRIPTION

The Minister for Innovation and Better Regulation stayed in Israel for 3 nights.

MISSION BACKGROUND

Under the '*Israel Calling 2017*' initiative, the NSW Government partnered with Austrade to support a delegation of startups to visit Austrade's Startup Landing Pad in Tel Aviv. This initiative was committed to by the Premier during the visit of Israeli President Benjamin Netanyahu in February 2017 <https://www.gladys.com.au/content/startup-success-story-continues-nsw-and-israel>, and followed an original mission of 8 fintech and cyber startups to Israel in September 2016.

Minister Kean announced that the recent mission was open for applications at a presentation to the Australia Israel Chamber of Commerce/KPMG After Hours StartUp Event in May this year.

Tel Aviv is one of the leading global ecosystems for startups, for entrepreneurship and for research commercialisation. Driven by a supportive and collaborative government, Israel's startup ecosystem is one of the most developed in the world and worth an estimated \$22 billion USD - the NSW ecosystem is currently worth closer to \$6.6 billion USD. There are significant learnings that NSW may gain from closer engagement with Israel and from interaction with its highly matured innovation ecosystem and investment environment.

Under *Israel Calling 2017*, selected local startups received return airfares to Israel and accommodation in Tel Aviv for 10 nights as well as a 10 day, personally curated and intensive program, including meetings with investors, strategic partners and potential customers; plus attendance at the largest international innovation industry event of the year in Israel – the DLD Innovation Festival.

Participating startups included:

- Goodments
- FARMpay
- Ping Data
- DSYNC

NOTE: Interim Report – Government Officials costs to be confirmed and finalised

- First Rung
- Audemusrisk
- CurrencyVue
- Dintno
- UploadOnce
- Sprggy

SUMMARY OF PROGRAM

As the lead Minister responsible for Innovation in NSW, the Minister's participation in the delegation strongly signalled the NSW Government's support for innovative startups.

The itinerary provided the Minister with an opportunity to obtain direct, first-hand experience within one of the world's leading startup ecosystems, to inform the future direction of the Government's innovation policy and programs and ensure that NSW's approach takes into account best practice and recent developments in this competitive and rapidly accelerating field.

The timing of the proposed mission also allowed the Minister to participate in the DLD Innovation Festival - one of the world largest and best attended innovation festivals. This event provided the Minister with opportunities to further raise the profile of NSW startups and the NSW startup ecosystem in Israel.

It also allowed the Minister to engage directly with Israeli investors, successful startups, incubators and major investment funds to learn firsthand the factors underpinning continuing Israeli success in innovation and to identify possible partnerships to replicate that success in NSW.

Further, the opportunity to spend time with NSW startups on their visit provided opportunities for the Minister to deepen his understanding of how our local startups perform in a globally competitive environment and how local startups' competitiveness may be improved through better international linkages and local Government policies and programs.

KEY MEETINGS

The Minister's program included:

- Attendance at the DLD Innovation Festival - Israel's largest international innovation festival with 3,000-4,000 participants from abroad
- Visit to Airobotics – a global leader in automated drone systems for industrial applications
- A meeting with Nextar, a leading Israeli biotechnology research organisation and Yissum, the commercialisation arm of the Hebrew University, which has founded over 80 startups and earned over \$US20 billion in commercialisation revenue
- A meeting with the Weizmann Institute regarding opportunities for international collaboration
- A reception hosted by the Australian Ambassador to Israel and the visiting delegation from the Australia Israel Chamber of Commerce
- A visit to Austrade's Startup Landing Pad in Tel Aviv

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- A visit to Coca-Cola's startup accelerator program in Israel – *The Bridge*
- A meeting with Square Peg Venture Capital – an Australian venture capital firm with international operations, including in Israel
- A meeting with the Israel Innovation Authority to discuss the NSW & Israeli Bilateral R&D Agreement and on Government initiatives to stimulate innovation
- A visit to Kaltura – a global leader in video platform management for corporates and educational institutions, which went from startup to unicorn in 6 years
- A meeting with representatives from Microsoft for Startups and the Microsoft Ventures accelerator based in Israel.
- A meeting with Ron Yachini, Israeli Entrepreneur and current VP of Business Development with IDE Technologies a world leader in Desalination and Water treatment.

OUTCOMES

The mission highlighted that active and imaginative government policy has been a key component of the creation of Israel's high-tech sector, with active and significant investment in higher risk early stage startups.

The mission also highlighted the importance of strong connections between all components of the ecosystem - people, businesses and government.

In Israel, all these players are connected and aligned to an overarching innovation agenda, with an underlying element of cooperation and support between incubators and accelerators, VCs and investment firms, government and global corporates.

The mission also highlighted that there are considerable opportunities for NSW to learn from elements of the Israeli model, including:

- generating greater connectivity across elements of NSW's innovation ecosystem
- considering adopting a greater risk appetite within government to enable innovation to flourish
- models for diversified funding options for early stage tech startups
- encouraging local startups to develop global business models, rather than settling for a solely domestic focus.

Further outcomes from the mission include a number of companies and institutions, including a number of multinational organisations, visiting NSW over the next few months to further explore and progress areas of collaboration.

Additionally, the Minister identified a number of partnerships which could help the NSW Government increase its capability to act as a connector in the ecosystem.

The Minister was also able to highlight the strength of NSW's ecosystem with Israeli press.

The Minister also paid his respects to those who lost their lives during the holocaust at a visit to Yad Vashem.

OFFICIAL DELEGATION

The Hon Matt Kean MP
Minister for Innovation and Better Regulation

Accompanied by

Mr Benjamin Coles
Chief of Staff
Office of the Hon Matt Kean MP

Mr Martin Hoffman
Secretary
Department of Finance, Services and Innovation

Minister	Matthew Kean MP
Portfolio	Innovation and Better Regulation
Destinations(s) visited a) Countries b) Cities	a) Israel b) Tel Aviv; Jerusalem.
Dates of travel a) Departure date b) Return date	a) 5 September 2017 b) 11 September 2107
Number of official travel days	6 days
Number of accompanying a) Minister's staff b) Government officials	a) 1 b) 1
Accompanied by spouse a) in an official capacity b) in a private capacity	a) No b) No
Costs	
Airfares a) Minister and Minister's staff b) Government officials	a) \$19002.44 b) \$9085.36
Accommodation (includes any meals/incidentals charged to room) a) Minister and Minister's staff b) Government officials	a) \$2419.80 b) \$1209.90

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Official hospitality a) Minister and Minister's staff b) Government officials	a) \$ NIL b) \$ NIL
Other expenses a) Official gift presentation b) Ground transport c) Meals and refreshments d) Other miscellaneous costs	a) NIL b) \$ 1605.00 c) NIL d) NIL
TOTAL estimated travel cost a) Minister and Minister's staff b) Government officials	a) \$ 23027.24 b) \$ 10295.26
Currency conversion rate	1 AUD = 2.77 New Israel Sheqel Date of conversion: 28/9/17

This report does not include costs for data roaming, official passports, visas, vaccinations, insurance, translation or printing of business cards.