

Italian start-ups land in Israel to attend one of the biggest events on technological innovation.

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Tel Aviv is one of the world premiere hotspots for start-ups and entrepreneurs interested in investing in the future. Thanks to the effort of ICE's network, twelve Italian start-ups, and two business incubators attended the tenth edition of Tel Aviv Innovation Festival, which took place from 16 to 19 September.

The Innovation Festival is part of a much larger network of global conferences held under the Digital Life Design (DLD) banner. DLD is a platform for exchanging future visions and experiences, thus creating a worldwide network of innovation, digital prospects, science, and culture. It is no wonder that Tel Aviv was chosen to host that such a conference. The city is the pulsating core of the Silicon Wadi, the Israeli counterpart of the Silicon Valley in the US: Israel has, in fact, the second-largest number of start-up companies in the world.

The event's tagline is also its mission statement: "Where companies & investors meet start-ups". Boasting one hundred and ten delegations from all around the world and over one hundred start-ups, the festival, focused on exchanging ideas and projects on new technologies and sustainable development is an invaluable opportunity to display the Italian potential to innovate. The delegation also had the opportunity to interact with Israeli state companies, universities, and private corporations, establishing a baseline for future collaboration.

A seventy square metre pavilion was dedicated to Italian companies only, and it was the one with most exhibitors. Israeli government delegates and representatives of private business had the opportunity to attend a special roundtable, arranged by ICE itself, where the twelve Italian start-ups introduced their projects and business objectives to the audience. Italian ambassador to Israel, Gianluigi Benedetti, closed the event. In doing so, he remarked how the two countries have many common interests, better pursued by incentivising a closer collaboration between Italian and Israeli companies. This further call for action follows the Bilateral Deal on Industrial, Scientific and Technological Collaboration that Rome and Jerusalem signed to improve the joint effort on those topics.

Source: Ministero degli esteri