



Forging International Relations Through Israeli Innovation

Innovation is the most significant economic driver for a world that's constantly striving to advance and overcome challenges. Israel is one of world's leading centers of innovation, home to over 7,000 innovative companies, from start-ups to multinational enterprises, including more than 350 R&D centers of global corporations. Israel is ranked 7th on Bloomberg's Innovation Index, is the largest spender in the world on R&D relative to its GDP, and with a record high of \$26 billion in tech investments in 2021, it leads the world in investments per capita.

The Israeli innovation ecosystem

The Israeli innovation ecosystem is the force that powers Israel's economy. Technological products and services account for roughly half of Israel's exports and close to 15% of its GDP. The tech sector is key to Israel's consistent GDP growth, as well as its low unemployment rate.

In this unique environment -- born of necessity and powered by a seemingly unquenchable thirst for innovation -- creativity and entrepreneurship flourish. But the benefits of the Israeli spirit are not enjoyed by its people alone. The solutions developed in the Start-Up Nation are spread far and wide, improving people's lives and businesses' bottom lines all around the globe.

A gateway to Israeli innovation

Start-Up Nation Central is a non-profit organization dedicated to strengthening the Israeli innovation ecosystem and connecting it to global opportunities, by identifying and bolstering locally developed technological solutions to shared global challenges. It acts as a gateway to Israeli innovation, helping governments, companies, and investors navigate the ecosystem and identify solutions to their pain points. Fully funded by philanthropy, Start-Up Nation Central is in a unique position to create mutually beneficial connections for the Israeli innovation ecosystem and its international counterparts in an impartial and objective manner.



Innovation Diplomacy

Many of the activities we focus on are related to shared regional or global challenges such as overcoming desertification, ensuring food security, improving healthcare, expanding the supply of high-quality employees, and battling climate change.

Recently Start-Up Nation Central has added an additional pillar to its activities - Innovation Diplomacy. The aim of Innovation Diplomacy is to forge resilient, long-term relationships rooted in business collaborations that address shared challenges. Innovation solutions developed in Israel can help create meaningful bridges to strengthen and solidify binational relations. Start-Up Nation Central's Innovation Diplomacy is a frictionless channel that connects people, governments, and institutions from around the world to Israel's formidable innovation capabilities.

Start-Up Nation Central establishes close relationships with strategic geographic partners to identify gaps and challenges that can be addressed by applying Israeli innovation. Many of the activities we focus on are related to shared regional or global challenges such as overcoming desertification, ensuring food security, improving healthcare, expanding the supply of high-quality employees, and battling climate change. Working with these partners, we design a collaborative work plan to diagnose the challenge and develop a clear execution plan. Such initiatives include contributing from Israel's experience and know-how to help develop an innovation ecosystem and promote entrepreneurship in other countries or applying Israeli expertise in fields such as life sciences and healthcare, agrifood-tech, climatetech, and others. These collaborations also help Israel overcome challenges of its own such as the limited size of its local consumer market or its shortage of highly trained human capital due to its inability to keep up with demand.

By showcasing Israel to the world as an innovation leader, and generating significant partnerships with key countries, Start-Up Nation Central seeks to enhance Israel's stature in the world and assist with future diplomatic opportunities.

For more information on Start-Up Nation Central Innovation Diplomacy work, please contact **Aviva Steinberger**, Director of Innovation Diplomacy, avivas@sncentral.org