

Celebrating Israeli Innovation at the United Nations
Israel Presents its Innovations and Inventions that Better the World and Improve Humanity

The Minister of Economy and Industry, Eli Cohen, and Israel's Ambassador to the UN, Danny Danon, opened today, May 30, 2018, an event celebrating seventy years of Israeli global impact through innovation at the UN in New York, joined by over 500 diplomats and leaders of the Jewish community of North America. Minister Cohen arrived on an official visit to Canada and America as the head of a governmental delegation, along with the Chairman of Israel Innovation Authority, Dr. Ami Applebaum, Head of the Foreign Trade Administration, Ohad Cohen, and Adiv Baruch, Chairman of the Israel Export and International Cooperation Institute.

The event focused on Israeli innovation and how Israel has impacted and changed the world globally through seventy years of innovation. This event took place at the UN in New York, to show member states of the UN Israel's positive impact on society and humanity.

The Ministry of Economy, through the Economic Embassy in New York, The Israeli Export Institute, and the Permanent Mission of Israel to the UN spearheaded the event which included presentations about Israeli innovation. Mr. Ron Midan, CEO of Netafim, presented his company's efforts to solve world hunger by providing clean water for drinking and agriculture. Dr. Daniel Gold, the head of Defense Research and Development Directorate in the Ministry of Defense and of the Iron Dome project, presented about Israeli innovation in the security world - cyber security and high-tech.

At the event, there was an exhibition of Israeli companies whose inventions and innovation have positively impacted the world in different ways:

- Energy: Chromagen, SolarEdge, and Ormat Technologies.
- Water: Netafim and IDE
- Agriculture: AFIMILK, SCR, Hazera Seeds
- Health: REWLK and Teva
- Cyber-Security and Hightech: CheckPoint and HP

Ministry of Economy and Industry, Eli Cohen: "Today we are presenting Israel's significant contribution to the world. Israel does not measure its

success solely by numbers, but also by its ability to contribute through Israeli innovation and invention, impacting daily life and bettering the world forever. In honor of celebrating Israel's seventy years of independence, we are excited to announce, especially on this central and important international stage, the achievements of Israel. Israel is the center of innovation that has changed the lives of many citizens around the globe."

Israel's Ambassador to the UN, Danny Danon: "We are proud to host Israeli technology here in the UN. Seventy years of Israeli technology have changed the face of societies around the world, and this technology has become a bridge between Israel and other countries of the world. Israel is a very influential country of innovation among the nations of the world. We will continue to represent Israel's exceptional capability against the countries that try to eliminate us."

Mr. Ron Midan, CEO and President of Netafim: "As an Israeli, and the CEO of Netafim, it is a great honor for me to represent this company during this event at the UN, celebrating Israel's 70 years of independence. Netafim is an Israeli success story and an example of Israeli technology that has significantly contributed to solving world hunger and drought. The fact that we are here is proof of our evolving innovation, and our continuous search to find solutions to providing more food with less resources, starting with the drip irrigation system to the digital agriculture we provide today. Recently, we launched the NetBeat System with the help of mPrest, the producer of controller of the Iron Dome. NetBeat is the most advanced digital system in the world of irrigation and fertilization that allows agriculture everywhere to reach its maximum potential and results.

Dr. Daniel Gold, the head of Defense Research and Development Directorate in the Ministry of Defense and the director of the Iron Dome: