

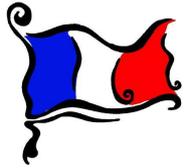
ISRAEL and FRANCE – two countries, many opportunities.



ISRAEL

Why to make business in Israel?

- Economy of Israel is characterized by a rapidly developing high-tech sector, a substantial service sector and a world's leading software development sector. The high concentration of high-tech industries in Israel, gave it the nickname "Silicon Wadi", which is considered second in importance only to its Californian counterpart. Israel invests 4.7% of its GDP in R&D, which is the highest ratio of any country in the world.
- With the world's highest percentage of engineers and scientists, Israel's greatest natural resource is its skilled workforce. Israel is the country of creative state of mind and entrepreneurship. In Israel were invented: USB flash drive, laser keyboard, ICQ, IP Telephony and many other things that have become symbols of the modern life. According to the Israel Venture Capital Research Center, more than 3000 high-tech companies are operating in Israel.
- According to the 2010 rankings of the World Competitiveness Yearbook, Israel's economy is N° 1 in the world for resilience to economic cycles.
- Major multi-nationals have chosen to invest in Israel. Among them: Microsoft, Berkshire-Hathaway, Motorola, Intel, HP, Siemens, GE, IBM, Philips, Lucent, AOL, Cisco, Applied Materials, IBM, J&J and many others.
- Ranked 1st in the world for number of start-ups per capita and 3rd in the world for Venture Capital availability, Israel provides its entrepreneurs with the necessary backing to turn their innovative ideas into profitable businesses.
- MATIMOP, a state agency, generates and implements international cooperative industrial R&D programs between Israeli and foreign enterprises, provides the start ups with necessary assistance and financing.



FRANCE

Why to make business in France?

- With a GDP of \$2.66 trillion, France is the world's fifth-largest economy. It has substantial agricultural resources, a large industrial base, a dynamic services sector and a highly skilled work force.
- France is also the second-largest trading nation in Western Europe. In 2010, according to the WTO, France was the 6th largest exporter and 5th largest importer of manufactured goods.
- French companies are ranking as leading firms in each and every major strategic economic sector. With 39 of the 500 biggest companies of the world in 2010, France ranks 4th in the Fortune Global 500, behind the USA, Japan and China. Paris is the second most important localization for the world's 500 biggest companies' headquarters (only to Tokyo).
- France is the 1st investment destination in Europe. More than 20 000 foreign companies currently have a base in France. International companies choose France because of its strategic position at the heart of Europe, the large market with 500 million consumers, and because of its membership of the euro zone, which offers the advantages of a single currency in 13 different countries. France is also the leading tourist destination in the world.
- France focuses on innovation. There are 71 innovation clusters throughout the country: centers of dialogue and partnership between private businesses, public-sector research laboratories, universities and academic institutes. Since 2005 5,000 R&D projects with a significant number of foreign company cluster members have been launched.
- France has a strong network of growth oriented SMEs which are making their mark in the global area.
- OSEO, the state-owned company, and the research tax credit, support innovation programs created by SMEs. In 2010, OSEO supported innovative projects of 3 100 companies representing € 650 million. At the same time, France offers companies the best research tax credit in Europe. During 2009, € 6.2 billion was reimbursed to companies in France in respect of R&D spending committed in previous years.



FRANCE – ISRAEL.

France is Israel's 11th greatest supplier of goods and represents Israel's 9th largest market. Trade between France and Israel has practically doubled in ten years. However, the cooperation possibilities are still insufficiently exploited. In winter 2011 during the official visit to Israel, Eric Besson, minister of Industry, Energy and digital Economy, announced that the French government fixes the objective to double the commercial exchanges between the countries by 2015. Many opportunities to discover!