



Newsletter from the

# Israel Economic & Trade Mission to HK

Consulate General of Israel, HK

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## Israel: Innovation for a Better World

Dear Friends

We are happy to host almost 30 Israeli companies in HK this month (November) from different sectors:

- 6 Wineries will present their wines in HK, 4 of them for the first time at the HKTDC International Wine and Spirits Fair.
- 14 Israeli Cosmetic companies will participate in COSMOPROF Exhibition with new and exciting products.
- 8 Israeli start-ups will arrive to meet potential partners and investors
- Freightos and n-Join, two amazing Israeli start-ups are now visiting HK as a finalist at the StartmeupHK competition 2014

Congratulations to *Freightos* (a HK registered Israeli start-up) for winning the Grand Award at the StartmeupHK competition 2014.

This will be a busy month and we look forward meeting many of you at the different events we will participate in. Please feel free to send us any question or requests for meetings with any of the visiting companies.

Thank you and have a great month

Best regards,



Elad Goz  
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Head of Economic & Trade Mission  
Consulate General of Israel in Hong Kong  
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## **NEWS**

### **Visit of Mr. Ofer Sachs, CEO of Israel Export & International Cooperation Institute**

On the 28<sup>th</sup> of October, we were proud to host an exclusive event with **Mr. Ofer Sachs, CEO of the Israel Export & International Cooperation Institute (IEICI)** here in Hong Kong.

Mr. Ofer Sachs visits HK as an Official Guest of the HK SAR Government between 26<sup>th</sup> of October to 2<sup>nd</sup> of November 2014.

Over 20 prominent guests were present at the breakfast session ***“Silicon Wadi”: Israel’s Innovation - Based Economy*** including The Chairman of Federation of Hong Kong Industries Mr. Stanley Lau (who gave a Welcoming Remarks at the event); Mr. Johann Wong, Deputy Commissioner from Innovation Technology Commission of the HKSAR Government; Mr. Rick Chan, Assistant Director-General of Trade & Industry Dept. of the HKSAR Government; Mr. Charles Ng, Associate Director-General of Invest Hong Kong; Mr. Peter Mok from HK Science Park; as well as some of the leading VCs, Investors and entrepreneurs.

**Congratulations to “Freightos” ( a Hong Kong Registered Israeli Start-up) for winning the Grand Award at the 2014 Start-me-up HK Venture Competition**

We are proud to announce that a Hong Kong Registered Israeli Start-up company “Freightos” has won the **Grand Award** at the **2014 Start-me-up HK Venture Competition**, organized by InvestHK of the HKSAR Government.

[http://www1.investhk.gov.hk/news-item/investhk-announces-2014-startmeuphk-venture-programme-grand-award-winners/?am\\_force\\_theme\\_layout=desktop](http://www1.investhk.gov.hk/news-item/investhk-announces-2014-startmeuphk-venture-programme-grand-award-winners/?am_force_theme_layout=desktop)



**Dr. Zvi Schreiber, CEO of Freightos gave a presentation at 2014 Startmeup.hk Venture Competition**

**“Freightos”** specializes in using big data analysis of freight pricing across all modes and countries, just like the Expedia/Kayak marketplace for the trillion dollar global market in freight. For the first time, Freightos allows door-to-door international freight shipments to be priced accurately in seconds, whether by air, ocean, or land. To learn more about **“Freightos”**, click at [www.freightos.com](http://www.freightos.com)

At the competition, another Israeli Start-up **“n-Join”** – which specializes in solutions leveraging big data and machine learning algorithms to increase production agility, efficiency and sustainability – was chosen as one of the finalists amongst other six burgeoning entrepreneurs from Hong Kong, the UK and the US. Congratulations to **“n-Join”**!



**Mr. Elkana Porag, Co-Founder and VP Biz-Dev of “n-Join” gave a presentation at 2014 Startmeup.hk Venture Competition**

Mr. Porag of *“n-Join”* is now currently in HK to take part in the **2014 StartmeUp HK Venture Program and will stay here until 19<sup>th</sup> November.** You can learn more about the company on their website at: <http://www.n-join.com/>

For meeting arrangement, please contact Ms. Winkie Lui, Chief Economic & Trade Officer at [Winkie.lui@israeltrade.gov.il](mailto:Winkie.lui@israeltrade.gov.il)



## 6 Israeli Wineries have participated @ HKTDC Hong Kong International Wine & Spirit Exhibition, 6<sup>th</sup> – 8<sup>th</sup> of November 2014, HKCEC

We are proud to host 6 Israeli Wineries to take part in the HKTDC Hong Kong International Wine & Spirit Exhibition held on 6<sup>th</sup> – 8<sup>th</sup> November 2014, HKCEC, Hong Kong, for the first time ever.

The 6 Israeli Wineries had presented their wines in HK, 4 of them for the first time at the exhibition, and the presentations were led by Mr. Tal Gal-Cohen, a well-known Israeli sommelier that shared great insights and knowledge on wines from Israel with wine lovers, importers and distributors throughout the exhibition.



From Left to Right: Consul-General of Israel – Mr. Sagi Karni, Mr. Elad Goz, Consul and Head of Economic & Trade Mission, Ms. Margaret Fong – Executive Director of HKTDC, Mr. Benjamin Chau, Deputy Executive Director of HKTDC - tasting of great Wines from Israel at the Israeli booth @ HKTDC International Wine and Spirits Fair 2014 on 6<sup>th</sup> of November 2014.



Also, we had the honor and the pleasure to have Ms. Margaret Fong, Executive Director of HKTDC and Mr. Benjamin Chau, Deputy Executive Director of HKTDC led a VIP tour came to visit our booth on 6<sup>th</sup> of November 2014.

Concurrently, we had also hosted two wine tasting events presented by Mr. Tal Gal-Cohen at the opening ceremony of ***“Archaeology of the Land of Israel in Roman Times”*** at the Asian Society in Hong Kong on 3<sup>rd</sup> of November, as well as at the Consul-General’s residence on the 5<sup>th</sup> of November. Over a hundred of guests had a fabulous evening for tasting great wines from Israel.

**For more information about Israeli Wineries, please contact Mr. Redd Ho, Trade Officer at [redd.ho@israeltrade.gov.il](mailto:redh.ho@israeltrade.gov.il)**

## Upcoming Events

### Israel National Pavilion @ Cosmoprof Asia 2014, Hong Kong



Israel's cosmetics and toiletries industry is well-known around the world for the excellence of its products, and appreciated for enhancing beauty, rejuvenating face, hair and body, and maintaining hygiene. From Mediterranean breeze to olive-kissed hill, from desert crag to Dead Sea mud, Israel is home to rich resources that have enabled the growth of its extraordinary cosmetics and toiletries industry.

This year, as last one, we will have a **National Pavilion** at the **Cosmoprof Asia 2014**, organized by the Israel Export and International Cooperation Institute (IEICI) and Israel's Ministry of Economy which will be held from **12<sup>th</sup> to 14<sup>th</sup> of November** at the **HKCEC. The Pavilion is located at Hall 1E – Stand L6B.**



**This year, 14 Israeli Cosmetic & Toiletries companies** will be participating in the **Cosmoprof Asia 2014**, which will showcase the most sophisticated Cosmetics, Toiletries, Personal Care, SPA, Hair and Skin Care products from the Dead Sea, natural ingredients – Tapping into Nature’s Beauty.

For more information about the participating companies this year, please click at

- **Companies Brochure in English** – [click here](#)
- **Companies Brochure in Chinese** – [click here](#)
- **Companies Catalog in English** – [click here](#)
- **Web Page** – [click here](#) (contains the companies' logos. Each logo will forward to the company's website)

We will be happy to schedule personal meetings or a VIP Tour for you with any Israeli company at the exhibition.

**For meetings arrangement, please contact Ms. Winkie Lui – Chief Economic & Trade Officer** at [winkie.lui@israeltrade.gov.il](mailto:winkie.lui@israeltrade.gov.il)

We look forward to seeing you at the **Cosmoprof Asia 2014**.

## Israel National Pavilion @ MEDICA 2014, Düsseldorf, Germany



Israel is one of the leading hubs in the world for innovative solutions in the Life Science arena, especially in the Medical Devices segment.

In the light of great success at MEDICA 2013, this year, as last one, we will have the **Israel National Pavilion** at the **MEDICA 2014**, organized by the Israel Export and International Cooperation Institute (IEICI) and Israel's Ministry of Economy **which will take place in Dusseldorf, Germany, between 12<sup>th</sup> to 15<sup>th</sup> of November 2014. The Israel National Pavilion is located at Hall 16 G40.**

**This year, 46 Israeli Innovative Medical Devices companies** will be exhibiting in the **MEDICA 2014**, which will showcase the most advanced, innovative technologies in Medical Devices @ **Israel National Pavilion** at **MEDICA 2014**. Their solutions cover different categories including **EMS, Cardiology, Diabetes, Surgery Tools, Neurological Rehabilitation and more.**

For more information about the participating companies this year, please click at <http://www.israelmedicalinnovation.com>

We will be happy to schedule personal meetings for you with any Israeli company at the exhibition.

**For meetings arrangement, please contact Ms. Winkie Lui – Chief Economic & Trade Officer at [winkie.lui@israeltrade.gov.il](mailto:winkie.lui@israeltrade.gov.il)**

We look forward to seeing you at the **MEDICA 2014**.

## **Business Opportunities**

**TravelersBox** - is looking for a strategic partner from Hong Kong.

**TravelersBox** is an Innovative Israeli company specializes in operating payment automatic kiosks at International Airport around the world where passengers can deposit their leftover foreign currency (Coins and Bills), and transfer the credit to a digital wallet such as PayPal, get a gift card at eBay, Gap and more, or donate the money to a charity organization. The company is currently operating its automatic kiosks in various locations in Europe, Turkey, Brazil, India, Georgia, Singapore and more.

At **TravelersBox** is now working today with some of the world's major brands such as PayPal, Skype, Amazon, Groupon, Gap, Zynga, eBay, iTunes and many more.

**TravelersBox** is a great platform for passengers who travel around the world and can deposit their unused coins and bills into our kiosks and choose to transfer their funds to many options before they travel back home.

You are invited to take a look at “**TravelersBox**” video: [TBX Movie](#).  
To learn more about “**TravelersBox**”, click at [www.travelersbox.com](http://www.travelersbox.com)

**If you have any interest, please contact Ms. Winkie Lui, Chief Economic and Trade Officer at [winkie.lui@israeltrade.gov.il](mailto:winkie.lui@israeltrade.gov.il)**

**NOA Systems - is looking for a strategic partner from Hong Kong.**

**NOA Systems** is an Innovative Software house and Human Resource Development consulting company specializes in Human Performance Improvement & Technology (HPIT).

The company has exposed to two types of services:

- Employment, vocational, and career counseling through a Learnersuit.
- Screen candidates for positions with the Noa Test

**Learnersuit** - Standardized psychologically based vocational inventory test developed by Noa Systems. All rights reserved. The test will need to be adapted to fit the Indian culture – socialized and localized to the Indian culture.

**Noa Test** - Standardized HPIT psychological test developed by Noa Systems. All rights reserved. Psychological test that is based on job design. This test is tailored for a specific job in a specific organization and therefore it's validity is high (0.57 on average). This test meets the stringent requirements of the EEOC.

**Technology**

Noa uses Microsoft tools and database to develop its various systems. Our vision at Noa is to create a system that will cover the wide-ranging needs of the human capital and make psychology accessible to the public via information technology.



**Goal:** Improving performance of the human capital to improve the bottom line. An organizational intervention process that is ultimately financially beneficial to the customer – it provides high Return of Investment (ROI).

To learn more about “**Noa System**”, click at <http://raananhaas.wix.com/noa-systems>

If you have any interest, please contact Ms. Winkie Lui, Chief Economic and Trade Officer at [winkie.lui@israeltrade.gov.il](mailto:winkie.lui@israeltrade.gov.il)

**MediWound** – is looking for Distributor in Hong Kong that has the knowledge and infrastructure to locally register and promote innovative pharmaceutical products to burn specialist in burn centers and/or hospitals.

**MediWound** is an innovative biopharmaceutical company specializes in developing, manufacturing and globally commercializing novel therapeutics based on its patented proteolytic enzyme technology that address unmet needs in the fields of severe burns, chronic wound management and other hard-to-heal wounds.

**MediWound's** goal is to provide healthcare professionals and patients with its innovative, burn wound eschar removal agent, **NexoBrid™**

**NexoBrid™** successfully completed clinical development in hospitalized burn wounds and is approved and ready to launch in Europe.

**MediWound** operates a cGMP and ISO13485 manufacturing facility for sterile pharmaceutical products and medical devices that meets high quality requirements.

To learn more about “**MediWound**”, click at [www.mediwound.co.il](http://www.mediwound.co.il)

**If you have any interest, please contact Ms. Winkie Lui, Chief Economic and Trade Officer at [winkie.lui@israeltrade.gov.il](mailto:winkie.lui@israeltrade.gov.il)**

**Fourier Education** - is looking for a Distributor in Hong Kong.

**Fourier Education** is an Innovative Israeli company specializes in science education technology, also known as probeware.

**The four pillars of the company’s comprehensive solution include: compact portable data logging devices, a data analysis software suite, the over 65 sensors and proprietary pedagogical curriculum materials.** Fourier’s products are customizable for students from primary school through high school and universally automate and simplify the way data is gathered, analyzed and shared.

The company’s flagship product – **einstein™ Tablet+** has won the **Digital Devices category at the 2014 Bett Awards.** Serving as a mobile science learning

workstation, the einstein™ Tablet+ is a revolutionary new science exploration tablet for students in grades K-12. Fourier Education's **einstein™ Tablet+** not only acts as a familiar platform for teachers and students but it also includes everything teachers need to get their students actively engaged with real-world, hands-on science learning. The **einstein™ Tablet+** is pre-loaded with multimedia experiments for biology, chemistry, environmental science, human physiology, and physics. Teachers and students can also easily create their own experiments on the tablet with the **einstein™** Activity Maker.

To learn more about “**Fourier Education**”, click at <http://fourieredu.com>

**If you have any interest, please contact Ms. Winkie Lui, Chief Economic and Trade Officer at [winkie.lui@israeltrade.gov.il](mailto:winkie.lui@israeltrade.gov.il)**

## Investment Opportunities



### BrightInfo – Semi-Finalist @

- **Looking for a strategic partner / investor (200K USD investment)**

**BrightInfo** was founded by a group of smart, very experienced technology experts with a common obsession: how to get more visitors to really engage with a site and take the next step toward becoming a customer.

**BrightInfo** specializes in cloud solution that, helping businesses gets visitor's attention with real time, dynamic marketing offers that match their interest.

**BrightInfo** identifies the business available marketing content and by leveraging a unique profiling algorithm moves visitors through the buyer journey to accelerate and increase conversions.

**BrightInfo's cloud solution** is easily added to any business website/blog/landing-page and dynamically recommends the business's most relevant marketing content to online visitors, based on where they are in their "buyer journey", their digital "body language" and needs. Minutes to add/activate; Website solution: Increase engagement, lower bounce; Landing Pages solution: Reduce bounce with alternative offers on exit; Blog solution: Increase signup and conversions.

To learn more about **BrightInfo**, click at [www.brightinfo.com](http://www.brightinfo.com)

## **n-Join – Finalist @**



- **Looking for a strategic partner/investor (1-2M USD investment)**

**n-Join** is a technology development company focused on the industrial market. Their solutions leverage big data and machine learning algorithms to increase production agility, efficiency and sustainability.

The 1st iteration of the technology arrives as an on-premise appliance capable of autonomous analysis of a plant's operations, continually learning and evolving with changes in the production lines. Building upon a low-level holistic view of the lines, the system derives contextual insights, empowering every factory to become a smart factory. The combination of machine learning, natural language processing-inspired algorithms and big data has never been attempted in the manufacturing industry. N-Join's technology is self-learning and constantly evolving and its propagation to a substantial amount of plants will enable a cloud based global statistical approach.

**n-Join's** business model is subscription based, initially for the implementation and maintenance of the on premise appliance and later on for the data analysis service. We work with local partners for market distribution and apply a revenue sharing model around the subscription fee.

To learn more about n-Join, click at [www.n-join.com](http://www.n-join.com)

The representative of “*n-Join*” is now currently in HK to take part in the 2014 StartmeUp HK Venture Program and will stay here until 19<sup>th</sup> November.

For meeting arrangement, please contact Ms. Winkie Lui, Chief Economic & Trade Officer at [Winkie.lui@israeltrade.gov.il](mailto:Winkie.lui@israeltrade.gov.il)



### RevenueStream – Semi-Finalist @

- Looking for a strategic partner/investor (1-2M USD investment)

RevenueStream's vision is to eliminate the inherent risk associated with online transactions and offer a 100% protection layer for e-commerce merchants accepting all forms of payment, all this by utilizing the cutting edge of algorithmic processing and big data mining.

Unlike confusing competitor scoring systems which typically require manual review of 30% of transactions and are difficult to integrate and maintain, our CyberCloud SAAS detection system provides a simple Yes / No answer to every processed transaction, integrates within minutes and eliminates the arduous task of manual transaction review, while allowing e-commerce retailers to accept 99.8% of all orders with ease. All this is done with extremely low (0.2%) false positive and false negative (0.15%) rates.

**Revenue Models:** SAAS, with monthly subscriptions for banks of transactions, ranging from 20-4000 USD /Mo. Sales.

**Major Clients:** 45 e-commerce websites comprising 10000 transactions per month with 35 more clients in the pipeline.

**If you have any interest of the above mentioned investment opportunities, please contact Ms. Winkie Lui, Chief Economic & Trade Officer at [Winkie.lui@israeltrade.gov.il](mailto:Winkie.lui@israeltrade.gov.il)**