

MONTHLY ECONOMIC BULLETIN

JUNE 2014

Embassy of the State of Israel in Croatia

SVJETSKO PRVENSTVO U BRAZILU SIGURNO UZ IZRAELSKU TEHNOLOGIJU / WORLD CUP IN BRASIL IS SAFE THANKS TO ISRAELI TECHNOLOGY

Brazilski službenici pouzdaju se u dvije izraelske tvrtke da im daju „širu sliku“ osiguranja tijekom nogometne groznice. Dvadesetčetiri državne agencije koriste će NICE Situator za koordinaciju osiguranja, upravljanje tisućama kamera i senzora, i koordinaciju podataka iz software-a za behaviouralnu analizu, analizu društvenih medija te detekciju požara i uljeza. Nadalje, dužnosnici iz Cuiabal-a koriste sličan sustav koji je proizvela RISCO Grupa za osiguranje Pantanal Arene.



Brazilian officials are relying on two Israeli firms to give a 'big picture' on security during the month-long football fest. Twenty four government agencies will be using the NICE Situator to coordinate security, manage thousands of cameras and sensors, and correlate data from behavioral analytics software, social media analysis, access control, and fire and intrusion detection systems. Meanwhile, officials at the new Arena Pantanal in Cuiabal plan to use a similar system produced by the RISCO Group.

https://www.youtube.com/watch?feature=player_embedded&v=MEvYuTrDljk

IZRAELSKE LETJELICE U BORBI PROTIV KRIMINALA / ISRAELI DRONES FIGHT CRIME

Braziliska policija uspjela je uhititi poznatog kriminalca iz favela Rio de Janeiro u akciji smanjivanja razine kriminala prije početka Svjetskog prvenstva. Pronašli su ga koristeći se Heron bezpilotnom letjelicom s ugrađenom toplinskom kamerom. Letjelicu je proizvela IAI – Israeli Aerospace Industries. Izraelske firme uključujući IAI i Elbit prodale su \$4,62 mld bespilotnih zračnih sustava Brazilu u periodu 2005. g do 2012. g, skoro 10% ukupnog izraelskog izvoza u vojnoj industriji.



Brasilian police managed to arrest a well known drug lord from the favelas of Rio de Janeiro in attempt to bring down crime rate before the beginning of World cup. They tracked him for a month using a Heron drone outfitted with a heat-sensing camera. The drone is produced by Israel Aerospace Industries Ltd. Israeli companies including IAI and Elbit Systems Ltd. (ESLT) have sold \$4.62 billion of unmanned aerial systems from 2005 to 2012, almost 10 percent of the country's defense export industry in the period.

POKAZATELJI / INDICATORS

IZRAEL / ISRAEL

Moody's **A1 stable**
S&P **A+ stable**
Fitch **A stable**

GDP 1Q 2014: **3,07%**

Izvoz proizvoda i usluga / Exports of goods and services 2012:
91 billion USD

Uvoz proizvoda i usluga / Imports of goods and services 2012:
92 billion USD

Kamatne stope Izraelske narodne banke / Bank of Israel Interest rate :
June 2014 – 0,75%

Stopa inflacije (YOY) / Inflation rate (YOY) 2014: **1%**

Stopa nezaposlenosti / Unemployment rate:
April 2014 – 5,6%

NOĆNA MORA ZA HAKERE / NIGHTMARE FOR HACKERS

Foresight, izraelska cyber-security firma nudi novu uslugu pod nazivom Defacement Mitigator koja u slučaju hakerskog napada na web stranicu odmah zamjeni kompromitirani sadržaj s originalnim. Ako hakeri napadnu stranicu i ostave poruku ista će odmah biti maknuta. Za „haktiviste“ sustav je krajnja noćna mora, jer ako su uspjeli napasti stranicu, a nitko nije vidio...da li se računa?



Foresight, an Israeli cyber-security firm, is offering a new service, called Defacement Mitigator, which replaces a site with the original content as soon as the site is compromised. For hacktivists, the system is the ultimate nightmare; if a hacktivists vandalised a site and no one saw, does it count?

ONE STOP SHOP ZA APLIKACIJE / ONE STOP SHOP FOR APPS

Perfecto Mobile, izraelska platforma za testiranje mobilnih aplikacija prikupila je \$20m za proširenje i unapređenje usluga. Postoje preko 4,000 verzija Androida, a platforma omogućuje korisnicima da se spoje i testiraju svoju aplikaciju na bilo kojem uređaju i mobilnoj mreži, i u stvarnom vremenu dobiju povratne informacije o rezultatima. Platforma pruža jednostavno testiranje kvalitete proizvoda!



Perfecto Mobile, an Israeli mobile testing platform company, raised \$20 million to expand its virtual testing platform, which lets developers test apps on almost any device to ensure it works properly. There are over 4,000 versions of Android in use. The platform allows users to connect to and test on any device online, and test on any cell network, providing real-world and real-time information on how an app performed. This allows developers to easily ensure the quality of their products!

POKAZATELJI / INDICATORS

HRVATSKA / CROATIA

Moody's	Ba1	negative
S&P	BB	stable
Fitch	BB+	negative

GDP 1Q 2014: **-0,4%**

Izvoz proizvoda i usluga / Exports of goods and services 2012:

11 billion USD

Uvoz proizvoda i usluga / Imports of goods and services 2012:

21 billion USD

Stopa inflacije (YOY) / Inflation rate

(YOY) 2014: **--0,2%**

Stopa nezaposlenosti /

Unemployment rate:

April 2014 – 21,1%

ZBOGOM POSJETNICAMA / GOOD BYE TO BUSINESS CARDS

Bizzabo je mobilna usluga za iPhone and Android koja omogućava organizatorima konferencija da kreiraju aplikaciju za svoj događaj. Sudionici skinu aplikaciju, povežu svoj LinkedIn profil i prije nego što konferencija počne mogu vidjeti tko će nazočiti i s kim se žele upoznati i povezati.



Bizzabo is a mobile service for iPhone and Android devices that allows conference organizers to create their own event-specific apps. Participants start by downloading the app, which uploads their LinkedIn profile data. That way, even before the event starts, attendees can see who will be there and whom they'd like to meet.

SRETNA KRAVA, SRETAN FARMER / HAPPY COW, HAPPY FARMER

Volcani centar, državni istraživački institut daje rješenje za povećanu proizvodnju mlijeka. Izraelske krave daju oko 12,000 l mlijeka godišnje, a u ostalim državama oko 8,000 l. Razvili su nutritivnu i ekološki prihvatljivu hranu koristeći biljni otpad iz proizvodnje maslinovog ulja i iz prehrambene industrije. Nadalje, u jednom kibucu iskoristili su Volcani istraživanja i stvorili **AfiMilk**, infracrvene senzore za detekciju infekcija i lošeg mlijeka koji pomažu pratiti zdravlje svake krave u stvarnom vremenu, kao i udio masnoće i proteina u mlijeku.

afimilk[®]
The Heart of the Dairy Farm

Volcani centre, a government-run research body provides solutions for increased milk production in Israel. Cows produce about 12,000 liters of milk per year, while in other countries the total yield is only about 8,000. They developed nutritious and earth-friendly solution: using wet vegetarian byproducts from the olive oil and food production industries to feed its dairy cows. Also, Israeli kibbutz based on Volcani research developed **AfiMilk**, infrared sensors for determining infection or inferior milk quality that help track the health of every milk cow in real time, along with fat and protein content and overall output.

<https://www.youtube.com/watch?v=1nAjRqzhJhI>

KONFERENCIJE U IZRAELU /

CONFERENCES IN ISRAEL

Click on the headlines to open the links/kliknite na naslove kako bi otvorili link:

[DLD \(14.-.18.9.2014.\)](#), Tel Aviv Digital Conference and Innovation festival / Konferencija o digitalnoj tehnologiji i festival inovacija

[The Israeli security model \(18.-.25.10.2014.\)](#) Tel Aviv, executive seminar on security / seminar o sigurnosti

[HLS CONFERENCE \(9.-12.11.2014.\)](#) Homeland security and Aerospace International conference / Međunarodna konferencija domovinske sigurnosti i zrakoplovstva, Tel Aviv

For more info on conferences, courses and seminars in Israel go to:

<http://www.mashav.mfa.gov.il>

<http://10times.com/israel/conferences>

IZRAELSKA VINSKA PRIČA U HRVATSKOJ / ISRAELI WINE STORY IN CROATIA

Veleposlanstvo države Izrael organiziralo je 19. svibnja u hotelu Esplanade u Zagrebu prezentaciju i degustaciju izraelskih vina. Tom prilikom doveli smo g. Haima Gana, vinskog stručnjaka iz Izraela da predstavi ta, hrvatskoj javnosti nepoznata vina. Gosti su imali priliku kušati 23 vrste vina iz 9 vinarija.

Izraelska vina proizvode se od biblijskih vremena, a modernu izraelsku proizvodnju pokrenuo je barun Edmond James de Rothschild. Danas u Izraelu postoji pet vinorodnih regija: Galileja, Judejska brda u okolici Jaruzalema; Shimshon (Samson), pustinja Negev i visoravan Sharon. Izrael izvozi vina u vrijednosti oko \$27m i to većinom u USA i zapadnu Europu. A nadamo se da će se uskoro neka od tih vina naći i na policama hrvatskih trgovina!

Embassy of the State of Israel organised on May 19th at Hotel Esplanade in Zagreb presentation and tasting of Israeli wines. For that occasion we brought Mr Haim Gan, an Israeli wine expert to introduce them to the Croatian audience. Guests had the opportunity to taste 23 types of wines from 9 wineries.

Israeli wines have been produced since Biblical times, but modern production was started by baron Edmond James de Rothschild. In Israel today there are 5 wine regions: Galilee, Judean hills near Jerusalem, Shimshon, Negev desert and Sharon plateau. Israel exports wines worth over \$27m mostly to the US and Western Europe. Hopefully soon Croatia will also be on that list!

Pogledajte galeriju slika s događaja i lajkajte našu stranicu / Look at the photos from the event <https://www.facebook.com/IsraelinCroatia> and LIKE our page!

Pročitajte recenziju Saše Špiranca / Read Saša Špiranec's review:

<http://dobrahana.jutarnji.hr/zagreb-odusevljen-izraelskim-vinima/>



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IZRAEL IMA NOVOG PREDSJEDNIKA / ISRAEL HAS A NEW PRESIDENT



Reuven Rivlin postao je 10. lipnja 2014.g. deseti predsjednik Izraela. Preuzet će dužnosti 24. srpnja. Rođen je u Jeruzalemu 1939.g.

Taj odvjetnik po zvanju, prvi put je izabran u izraelski Parlament Kneset 1988 i od tada je služio u nizu odbora. Od ožujka 2001. g. do veljače 2003. g. bio je ministar komunikacija. U veljači 2013. g. ponovo je ušao u Parlament kao član Likud Yisrael Beitenu stranke. Oženjen je i otac četvero djece.

On June 10, 2014, Reuven Rivlin was elected by the Kneset to serve as Israel's 10th president. He will assume office on July 24. Reuven Rivlin was born in Jerusalem in 1939.

A lawyer by profession, he was first elected to the Kneset in 1988, and has since then served on a wide range of Kneset committees, as well as a Minister of Communications from March 2001 until February 2003. In February 2013 he was re-elected to the Kneset on the Likud Yisrael Beitenu list. He is married, with four children.