

MONTHLY ECONOMIC BULLETIN

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Embassy of the State of Israel in Croatia

RayV HELPS YAHOO WITH LIVE STREAMING / RayV POMAŽE YAHOO-U U RAZVIJANJU PRIJENOSA UŽIVO

Yahoo has bought an Israel-based startup RayV, specializing in streaming high-quality video to computers and mobile devices. This deal demonstrates Yahoo's dedication to accelerating video strategy and boosting underlying technology infrastructure. RayV's goal is building a revolutionary video distribution platform that would provide a better video experience for viewers over the internet, while easing the distribution process for content creators.



Yahoo je kupio izraelski start up RayV koji se specijalizira za prijenos videa visoke kvalitete na kompjuterima i mobilnim uređajima. Ova akvizicija potvrđuje Yahoo-ovu predanost rastućoj video strategiji i pratećoj tehnološkoj infrastrukturi. Cilj RayV-a je stvaranje revolucionarne platform za distribuciju videa koje unapređuje doživljaj za gledatelje na internetu i olakšava distribuciju tvorcima videa.

PAY-AS-U-READ! / PLATI SAMO PROČITANO!

Israeli startup Total Boox, proposes a revolutionary pay-as-you-go approach. With Total Boox, you can download as many books as you like and pay only for the exact number of pages you read. If you read the whole book, you don't pay any more than you would if you'd bought it up front. Abandon a book after page 27, and you only pay for that portion. Total Boox tracks how long you linger on a particular page. If it looks like you're really reading and not just skimming through to see if you're interested in the book, the app charges you just for those pages.



Total Boox, izraelski startup predlaže revoluciju u čitanju knjiga – plati koliko si pročitao! Sa Total Boox-om možete skinuti koliko želite knjiga, a platiti samo onoliko stranica koliko ste pročitali. Ako pročitate cijelu knjigu naplati se isti iznos kao da ste je odmah kupili. Odustanete li od knjige nakon 27.stranice, platite samo za taj dio. Total Boox prati koliko se zadržavate na svakoj stranici da utvrdi da li prelistavate ili zaista čitate te vam naplati samo pročitane stranice knjige.

POKAZATELJI / INDICATORS

IZRAEL / ISRAEL

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

GDP 2014: **3,13%**

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

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

Stopa nezaposlenosti /
Unemployment rate:
May 2014: **5,9%**

HRVATSKA / CROATIA

Moody's **Ba1 negative**
S&P **BB stabile**
Fitch **BB+ negative**

GDP 2014: **-0,6%**

Stopa inflacije (YOY) / Inflation rate
(YOY) 2014: **--0,4%**

Stopa nezaposlenosti /
Unemployment rate:
June 2014: **18,3%**

ARTIFICIAL TENDON THAT SPEEDS RECOVERY / UMJETNA TETIVA KOJA UBRZAVA OPORAVAK

Tavor, is an Israeli start up that has developed an artificial tendon called "T-NOL KNEE" and consists of a metal alloy, titanium, and nitinol. The tendon is implanted laparoscopically with three thin incisions.



Tavor je izraelski start up koji je razvio umjetnu tetivu nazvanu "T-NOL KNEE" sastavljenu od metalne legure, titana i nitinola. Tetiva se ugrađuje laparoskopski kroz tri mala reza.



For more details watch this video / Za više informacija pogledajte ovaj video:
<http://www.youtube.com/watch?v=MStPvXu36dY>

MADE IN ISRAEL – PRINTED AROUND THE WORLD / PROIZVEDENO U IZRAELU – PRINTANO PO CIJELOM SVIJETU

Thanks to Dip-Tech, Israeli company's unique ceramic digital glass printing solution, architects around the world are giving the urban environment an arty facelift. They have come up with a 360-degree printing solution that uses durable ceramic inks to digitally transfer any image onto panes of glass and in the process turn every building into a possible canvas. Glass Walls of Norway museum, NY hospital, Chicago library and Moscow mall become aesthetic landmarks thanks to Israeli ingenuity.thanks



Zahvaljujući Dip-Techu, izraelskoj firmi koja je proizvela jedinstveno rješenje keramičkog digitalnog printa, arhitekti diljem svijeta daju urbanom okruženju face lifting. Stvorili su rješenja za 360 stupnjeva printanje na održivoj keramičkoj tinti koja se digitalno prebaci na bilo koju staklenu površinu i pretvori svaku zgradu u umjetničko platno. Stakleni zid norveškog muzeja, njujorška bolnica, knjižnica u Chicagu ili robna kuća u Mosvi postaju umjetničke znamenitosti zahvaljujući izraelskoj domišljatosti.

THE NEXT BIG THING – ISRAELI SHOWS!

NA SCENU STUPAJU IZRAELSKE SERIJE!



The TV Format Fund aims to capitalize on the recent success of Israeli television shows such as spy thriller "Homeland" in Hollywood by investing \$55 million in new formats created in Israel and selling them abroad. New TV format is less risky than investing in a tech start-up since far less money is needed and the time to market is much faster. We can return 60-100 percent of the investment from selling options and the big money is to be made in royalties from broadcasts of the show.

TV Format Fund želi kapitalizirati uspjeh izraelskih serija u Hollywoodu kao što je špijunski triler Domovina kroz ulaganje USD 55m u nove formate i prodaju istih u inozemstvo. Novi TV formati su manje rizični nego hi-tech startupovi, potrebno je puno manje novca i povrat je brži. Zarada od investicije od 60-100% dolazi kroz prodaju opcija na serije, a pravi novac očekuje se od tantijema serija koje će se prikazivati.

TVFF TV
FORMAT
FUND

SUCCESS STORIES / IZRAELSKJE USPJEŠNICE



TEVA PHARMACEUTICAL INDUSTRIES LTD.

Teva, Israel's largest company successfully transformed from generics business into a major global pharmaceutical company.

Teva, najveća izraelska firma koja se uspješno transformirala iz firme za generičke lijekove u veliku globalnu farmaceutsku kompaniju.



Ormat is the second largest company in the world working in the field of geothermal energy and residual heat (i.e. the production of energy from the heat emitted from machines and turbines).

Ormat je druga najveća kompanija u svijetu na polju geotermalne energije i rezidualne topline (proizvodi energiju iz topline koja se ispušta iz strojeva i turbina).



Check Point Software Technologies is the global leader in securing the Internet through its worldwide enterprise of firewall, data security and VPN markets.

Check Point Software Technologies je globalni lider u osiguranju interneta kroz zaštitne zidove, zaštitu podataka i VPN tržišta.



Keter Group is one of the world's largest manufacturers and marketers of plastic consumer products and a global trendsetter in household, outdoor storage, garden furniture, and in do-it-yourself (DIY) products. Keter Group operates 12 factories in Israel and has 17 other locations in Europe and the United States.

Keter Grupa je jedan od vodećih proizvođača i distributera plastičnih proizvoda i globalni lider u proizvodima za kućanstvo, šupe, vrtni namještaj i uradi-sam linije. Tvrtka ima 12 tvornica u Izraelu i 17 lokacija u Europi i Americi.



Netafim is a pioneer and world leader in smart irrigation solutions for agriculture.

Netafim je pionir i lider u ciljanom navodnjavanju u poljoprivredi.

CONFERENCES IN ISRAEL / KONFERENCIJE U IZRAELU

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>

CROATIAN STUDENTS AT WORLD SCIENCE CONFERENCE ISRAEL / HRVATSKI STUDENTI NA SVJETSKOJ ZNANSTVENOJ KONFERENCIJI U IZRAELU

The World Science Conference - Israel (WSCSI) will be held in Jerusalem, Israel, from 16 - 21 August 2014. Initiated by Nobel Laureate Prof. Roger Kornberg (USA), in collaboration with the Hebrew University, the Ministry of Science and the Ministry of Foreign Affairs, WSCI will bring young students from all around the world for an intensive five day program.

During the conference the participants will have a chance to attend lectures, to interact, and to be inspired by 20 Nobel Laureates and other leading scientists from around the world. Five stellar students from Croatia under the guidance of Korado Korlević have been invited and will attend the conference.



Svjetska znanstvena konferencija u Izraelu održat će se u Jeruzalemu od 16. – 21. kolovoza 2014.g. Inicirao ju je Nobelovac prof. Roger Kornberg iz Amerike u suradnji sa Hebrew University, Ministarstvom znanosti i Ministarstvom vanjskih poslova, a očekuje se okupljanje studenata iz cijelog svijeta, a povezat će se kroz intenzivan petodnevni program.

Za vrijeme konferencije sudionici će prisustvovati predavanjima te se družiti sa dvadeset Nobelovaca i vodećih znanstvenika iz cijelog svijeta. Pet izvrsnih studenata iz Hrvatske, koje tijekom ljeta u zvjezdarnici Višnjan okuplja Korado Korlević, pozvano je i prisustvovati će konferenciji.



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ISRAELI TECHNOLOGY IN STARBUCKS / IZRAELSKA TEHNOLOGIJA U STARBUCKSU



Starbucks will be installing Powermat Technologies' charging stations at its coffee house chains and Teavana tea stores. Powermat Technologies, based in Israel, makes wireless charging equipment for mobile devices. It has reportedly attracted some \$80 million in funding.



Starbucks će instalirati Powermat Technologies punjače u svoje kafiće i Teavana čajne trgovine. Izraelska firma Powermat Technologies proizvodi bežične punjače za mobilne uređaje. Do sada su prikupili oko USD 80m financiranja.