

## PRESS RELEASE

### ISRAEL MISSION *from 24 to 26 May 2006*

#### ISRAEL, THE INTEREST OF AN ACTIVE PROSPECTION ON THIS TERRITORY

- **A second « Silicon Valley » which has imposed itself as a major world pole in the Information Technologies**
- **Potential cooperation with the global SCS cluster**
- **Worldwide leaders : CHECKPOINT, COMVERSE...**

#### The Goal and Format of the Economic Section

The economic section proposed by **TEAM CÔTE D'AZUR** is geared at allowing **M. Christian Estrosi**, Minister Delegated to Territorial Development, - accompanied by **M. Jean-Pierre Mascarelli**, President of TEAM Côte d'Azur, **MM. Jacques Gros**, Director of IBM La Gaude, and **Laurent Londeix**, President of the Telecom Valley Association and Director of the R&D Center of France Telecom in Sophia Antipolis, and of **M. Daniel Kahn**, a business lawyer specialised in bilateral relations with Israël – **to present to Israeli IT companies the new French Competitiveness Cluster disposition as illustrated by the global SCS cluster.**

#### The mission will include for its economic aspects :

- On Thursday 25 May at the hebrew University of Jerusalem : **A presentation of the new French disposition of Competitiveness Clusters, as illustrated by the SCS cluster and organized in cooperation with MATIMOP** (Israeli Industry Center for R&D, the equivalent to the ANVAR in Israel). **21 representatives of 16 Israeli companies of the NTIC sector** have confirmed their participation.
- On Thursday 25 May in Tel-Aviv at the Hertzliya Technology Park : the **visit of the CHECKPOINT company**, world leader in the field of secured products and solutions for networks and Internet.
- On Thursday 25 May in Tel-Aviv : During a **welcome cocktail offered by the French Ambassador in Israel**, organised with the support of the Economic Mission of Tel-Aviv, the leaders of 73 Israeli high tech companies will be present.

## Research and Development

**Major multinational groups have recognised Israeli excellence in the field of telecommunications and have located R&D centers there** (Intel, 3Com, Cisco, Google, Motorola, Siemens). The decision taken in the end of 2003 by the Ministry of Industry and Commerce to raise prohibition of the transfer of know-how through the sales of Israeli companies having benefited from government subsidies, should allow foreign groups to acquire innovative Israeli companies (acquisition of Lucent by Cisco) and thus to stimulate direct foreign investment in Israel.

## The Link with Projects of the SCS Competitiveness Cluster

- **PAC-ID Health : Biobank/Patient Record/Pharmacy**  
[www.pole-scs.org/projets\\_pole\\_scs/programmes\\_en\\_cours\\_de\\_montage/page1067.fr.htm](http://www.pole-scs.org/projets_pole_scs/programmes_en_cours_de_montage/page1067.fr.htm)  
impliqués : **IBM, FT, CHU Nice**
- **Multimodal Plateform**  
[www.pole-scs.org/projets\\_pole\\_scs/programmes\\_en\\_cours\\_de\\_montage/page1069.fr.htm](http://www.pole-scs.org/projets_pole_scs/programmes_en_cours_de_montage/page1069.fr.htm)  
impliqués : **CISCO, EURECOM**
- **SMNG : New Generation Multimedia Services**  
[www.pole-scs.org/projets\\_pole\\_scs/programmes\\_en\\_cours\\_de\\_montage/page1071.fr.htm](http://www.pole-scs.org/projets_pole_scs/programmes_en_cours_de_montage/page1071.fr.htm)  
impliqués : **UNSA, CHU Nice**
- **TrustMe-VIP**  
[www.pole-scs.org/projets\\_pole\\_scs/programmes\\_en\\_cours\\_de\\_montage/page1076.fr.htm](http://www.pole-scs.org/projets_pole_scs/programmes_en_cours_de_montage/page1076.fr.htm)  
impliqués : **FT R&D**
- **SatIPBox : : A Multi-function unit for broadband**  
[www.pole-scs.org/projets\\_pole\\_scs/programmes\\_en\\_cours\\_de\\_montage/page1077.fr.htm](http://www.pole-scs.org/projets_pole_scs/programmes_en_cours_de_montage/page1077.fr.htm)  
impliqué : **ALCATEL ALENIA SPACE**
- **ETHER (Electronic Traveler Health Record)**  
[www.pole-scs.org/projets\\_pole\\_scs/programmes\\_en\\_cours\\_de\\_montage/page1082.fr.htm](http://www.pole-scs.org/projets_pole_scs/programmes_en_cours_de_montage/page1082.fr.htm)  
impliqués : **IBM, CHU Nice**

## Second Economic Mission planned for November 2006

In order to capitalize on the exposure of this first visit to Israel, **TEAM Côte d'Azur will organize a new economic mission in November 2006**, which will allow a « follow-up » of the contacts initiated in May and underline the will to establish an operational cooperation for prospection of this territory. The mission will also focus on the international promotion of the SCS cluster, and will include Côte d'Azur industrials who are key players in the global cluster.

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