

President Ronni Benatoff: technology and innovation for industrial production. High value-added sectors of interest and tourism to Italy

Good morning, I am Ronni Benatoff president of the Israel-Italy Chamber of Commerce in Tel Aviv I would like to explain why the Israel-Italy Chamber of Commerce can be useful for Italian companies in general and companies from Veneto in particular.

Israel is a small country, a country of 10 million people so if we think of doing business with Israel let's not expect the U.S. or China market. But it is a market where in some areas there is a lot to be done and we at the Chamber of Commerce in Israel have been in the market, we have been in the economic fabric for about ten years now. So, I but also the board members, we are of course all volunteers however we are entrepreneurs who have had, let's say some success in their lives in this country and so we can put ourselves at the service of companies to help you understand the market, understand what its peculiarities are and find the right counterparts.

The important areas are first and foremost innovation. Israel is one of the most innovation-producing countries in the world, and moreover it is a country very close to Italy. From the Veneto region there are direct connections from Venice and Verona, and it seems to me that it is about a 3½-hour flight. In Israel you can find technologies in all areas to improve industrial production, to improve the product, to improve our data processing system and marketing systems. So it's important. It's difficult to do that however we in the Chamber are very well introduced especially in the area of innovation and we are able to guide companies to find the right counterparts and help them all along the way.

The business sectors where we can really find interest are definitely the high value-added sectors. In Israel there is a good segment of the population that has high purchasing power and is looking for high quality and high value-added products, and it is known that companies in the Veneto region are really specialized in producing value-added products and quality ones, so these are sectors where a lot can be done. Obviously mass production does not have the same possibilities given the size of the market and the very large Chinese presence.

As the last thing we have tourism. Israelis travel a lot, a lot to Italy and especially to Veneto. Veneto is one of the most loved areas by the Israelis, so everything about tour operators, accommodations, food and wine is very important. We as a Chamber of Commerce are also representatives of the Enit office in Israel and we are specialized in tourism and cooperate with all the Israeli tour operators working in Italy.

So we are looking forward to the visit of the companies from Veneto to Tel Aviv, we are sure that we could help you. Speaking as entrepreneurs to entrepreneurs, surely we will understand each other and we can give each other advices.