



Seminar on Case-studies of Israeli SMEs Successful in India

Thursday, 23 January 2014
Hotel Herods 155 Hayarkon Street, Bialik Hall, Tel Aviv

*Moderator: Ms. Vani Rao, Deputy Chief of Mission and Head of Commercial Wing,
Embassy of India*

Programme

Registration and Refreshments: 0900-0930hrs

0930 - 0940: Opening Remarks

H.E. Mr. Jaideep Sarkar, Ambassador of India to Israel

0940-0955: Case Study of 'Agrotop Ltd.' – Sector: Agriculture

Agrotop specializes in agricultural and industrial pre-fabricated construction & turnkey projects. They are active in India since 2003 to ensure sustainability of poultry (eggs&meat) supplies.

Speaker: Mr. Benjamin Van Dijk, Poultry & Livestock Projects Developer, 'Agrotop'

0955-1010: Case Study of 'Electronic Prepaid Recharge Services Ltd. (EPRS) Buysmart' Sector: Services

EPRS is an Indian-Israeli joint venture company established in 2005 in the cash micro banking services market which lets customers transfer and receive money, recharge their accounts and make payment by 70,000 retail points. EPRS has more than 20 million end users in India.

Speaker: Mr. Dan Matalon, Managing partner 'EPRS'

1010-1025: Case Study of 'Ayala Water & Ecology'- Sector: Water Treatment

Ayala Water & Ecology has developed a Natural Biological System (NBS) for treatment and purification of waste water for municipal and military facilities, hospitals, gas stations, dairy farms etc. Active in India since 2008, they were chosen by Hyderabad Municipal Development Authority to conduct a survey and submit a plan for on-site, sustainable solutions for the city's air and water pollution.

Speaker: Mr. Eli Cohen, CEO 'Ayala Water & Ecology'

1025-1040: Case Study of 'Aqwise'- Sector: Water Treatment

Aqwise specializes in development and implementation of innovative biological water and wastewater treatment solutions for the industrial and municipal markets. In 2012 Triveni

Engineering and Industries, India invested in Aqwise US\$ 4.5 million. In India, Aqwise's technology treats over 150,000 cubic meters of water per day from the Yamuna River.

Speaker: Mr. Udi Leshem Vice President of Business development 'Aqwise' and CEO of 'Aquanos Literally Green'

1040- 1055: Case Study of 'Focal Energy' – Sector: Renewable Energy

Established in 2008, Focal Energy is a new age utility that invests in, owns and manages a portfolio of income-generating renewable energy projects. With a local Indian team supplemented by Israeli managers, Focal manages over 8 projects in India and their target sectors include biomass, hydroelectric, and solar.

Speaker: Mr. Asaf Maman, Project Development and Finance Manager, 'Focal Energy'

1055-1110: Case Study of 'DDS Ltd.' – Sector: Homeland Security

DDS Security Ltd is a manufacturer of global security solutions, based on advanced access control and alarm monitoring systems. They are active in India since 2008 and have offices in Mumbai, Bangalore and Delhi.

Speaker: Mr. Emmanuel Bitton, Vice President of Sales & Marketing, 'DDS Ltd.'

1110 - 1125: Case Study of 'Agiletree' – Sector: IT and Cyber Security

Agiletree is an investment company which focuses on fresh, innovative ideas from upcoming start-ups in various domains in IT especially Cybersecurity. Agiletree's main office is located in Ahmedabad, Gujarat.

Speaker: Mr. Didi Erlich, Chairman, 'Agiletree'

1130-1215: Q & A Session

Presentations will cover the following aspects:

- a. How the Israeli company entered the Indian market
- b. How the company set up operations in India
- c. What business model the company adopted
- d. Challenges faced by the Israel company and how they addressed them
- e. Advice to Israeli companies.

**Seats are limited to only one representative from each company / organization. Please register at the earliest by sending an e-mail to the Commercial Wing in the Embassy of India, Email: coitlvcom@indembassy.co.il , Telephone 03-5220631.