

BRITISH ISRAELI BUSINESS AWARDS

2014

23.06.2014

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LONDON MAYFAIR



Thank you for joining us at the British Israeli Business Awards Dinner

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Marc Worth

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British Israeli Business Awards Dinner organised by:



Awards Sponsored by:









Running Order

Welcome

Marc Worth, Chairman, UK Israel Business

Address

H.E. Daniel Taub, Ambassador of Israel to the Court of St James's

Addres

H.E. Matthew Gould CMG MBE, Ambassador of Great Britain to the State of Israel

The Loyal Toast

Sir Trevor Chinn CVO, Honorary President, UK ISRAEL BUSINESS

Toast to the President of the State of Israel Avital Lobel, Grovepoint

Keynote Address

Isaac Herzog MK, Chairman of the Israeli Labor Party & Leader of the Opposition

British Company of the Year

Award Presented by Paul Jayson, DLA Piper

Israeli Company of the Year

Award Presented by Larry Weiss, Bank Leumi (UK) PLC

Most Promising Company of the Year

Award Presented by Axel Katalan, Level39

Lifetime Achievement Award

Award Presented by Tony Overy, Saunderson House

Closing Remarks

Hugo Bieber, Chief Executive, UK ISRAEL BUSINESS

Dessert, Tea and Coffee

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UK ISRAEL BUSINESS

About us

UK ISRAEL BUSINESS has an extensive network of over 2,000 companies and more than 10,000 key decision makers.

We provide vital access and cutting-edge information necessary to take advantage of emerging business opportunities in the UK and Israel.

As a member-led organisation, we offer a comprehensive range of services including specialist knowledge, networking opportunities, platforms to exchange ideas and share information, as well as professional contacts. Our bespoke market intelligence reports provide comprehensive sector research and analysis, and outline emerging business trends in the UK and Israel.

These specialised services, our influential network and our unparalleled access and expertise make UK ISRAEL BUSINESS the central port of call for all business, trade, industry and investment activity between the UK and Israel.

Our Services

Networking Opportunities: It's not who you know, it's who you don't know that matters. We organise regular business networking breakfasts, boardroom dining events, informal receptions, forums and business lunches. These events attract leading speakers and facilitate business introductions for our members, providing them with the opportunity to meet potential clients and customers through tangible face-to-face sessions.

Sector-focussed events: We produce focussed events looking at specific sectors showcasing potential bilateral trade opportunities for both British and Israeli businesses and investors alike. These events provide an opportunity to hear from experts and leading companies.

Bespoke Market Intelligence Reports: We produce bespoke, in-depth sector, company and market intelligence reports exclusively for our members. These reports outline market conditions and emerging opportunities in both the British and Israeli markets.



AW P ESONS

Sir Win Bischoff with Hugo Bieber

Ross McEwan

Message from Marc Worth

Chairman, UK ISRAEL BUSINESS



I am delighted to welcome you to the 2014 British Israeli Business Awards Dinner.

Over the last year, we have seen renewed energy and direction in the organisation. UK ISRAEL BUSINESS has expanded our existing network, continuing to leverage our broad reach to run successful events for our members such as business breakfasts with FTSE 100 Chairmen and CEOs

The organisation has also leveraged its position as a nongovernment private sector organisation. In particular we held the Israel Private Equity Opportunity Summit, which took place in March. The combination of sponsoring firms Linklaters, KPMG and Herzog Fox Neeman and the support of the British Venture Capital Association

created a compelling proposition for investors. Those who attended were informed of the opportunities and challenges in investing growth capital in Israeli companies.

UK ISRAEL BUSINESS participated in the Prime Minister's visit to Israel and we are looking forward to taking a number of British companies to Israel later this year.

Tonight, we have the British Israeli Business Awards and this year in particular, we had a challenging job selecting the winners. There have been some outstanding examples of bilateral-trade and cooperation and I would like to offer my heartfelt congratulations to all the nominees. I would like to express our deep appreciation of our award sponsors, Bank Leumi, DLA Piper, Level39 and Saunderson House.

I am delighted that both the Israeli Ambassador to the Court of St James's and the British Ambassador to Israel are with us this evening and I would like to use this opportunity to thank them for all their support over the past year. We look forward to continuing to work with them.

We have exciting plans for the next year and I am very grateful to the other members of the Board of UK ISRAEL BUSINESS for all their hard work over the past year, and in particular our Chief Executive, Hugo Bieber.

Finally, I wish you all a most enjoyable evening and look to welcoming you at future events

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Message from Hugo Bieber

Chief Executive, UK ISRAEL BUSINESS



When it was written that the people of Israel should be a light unto the nations, who would have thought it would be in the form of innovation; sheer, concentrated talent lifting the nations to new levels of excellence through technological, medical and environmental advances.

As many of you know, these advances are outstanding and this evening we are here to celebrate them. Tonight we welcome many of the firms most active in trade and investment between two countries, visitors from Israel, a high level delegation from Jersey and many distinguished guests.

It is only fitting that we should have a major figure from Israel as our guest speaker. It is a great privilege to welcome the Leader of Israel's Opposition, Mr. Isaac Herzog MK and we look forward to hearing from him.

Whilst geopolitical factors have given Israel a high prominence in the media, there is growing focus on Israel's business prowess. Tech giants acquire Israeli companies for vast sums, Israeli companies regularly float on global stock exchanges, including London, and are often the subject of investment by venture capital and private equity firms.

Israeli business strength constitutes the raison d'être of UK Israel Business. We exist to aid and promote opportunities for our membership base, and encourage increasing business links and exchanges between the UK and Israel.

We work with our members in the UK to understand their needs and identify opportunities for them in Israel. Every month we make ten – fifteen tangible introductions for both British and Israeli companies.

We are also extending our reach by encouraging inward investment into the UK. In particular we are currently working with the local strategic investment teams in Leeds and Birmingham to encourage inward investment into those cities.

When business is considered ahead of politics a great deal can happen. Indeed both the doubling of bilateral trade in the last decade and the rise of almost 6% in the 2012-13 trade figures to \$5.5bn is proof of this.

We are very fortunate to work with both the Israeli Embassy in London and the British Embassy and Tech Hub in Tel Aviv.

Ambassador Gould's energies in fostering greater business relationships are starting to pay real dividends. As many of you know, this was recognised in The Queen's Birthday Honours this year when Ambassador Gould was appointed a Companion of the Order of St Michael and St George (CMG) for his work in promoting trade, investment and technological co-operation between Israel and the UK.

Ambassador Taub and his Commercial team are solid partners of ours in London and the Ambassador's door is always open to us. Noah Shani, Commercial Minister at the Israeli Embassy will be much missed upon his return to Israel but his excellent team remains in place and we look forward to working with his successor.

UK ISRAEL BUSINESS is very fortunate to have as our Chairman Marc Worth, whose commitment has been instrumental in building the organisation into what it is today. I would also like to express my thanks to our first class board and advisory board as well as my team. And my particular thanks also to Sir Trevor Chinn, Jonathan Morris, David Menton and Avital Lobel for their regular insight and guidance.

I very much hope you will enjoy this evening to the full.

Hugo Bieber

Message from H.E. Matthew Gould CMG MBE

Ambassador of Great Britain to the State of Israel



Matthew Gould MBE HM Ambassador 192 HaYarkon Tel Aviv 6340502

http://ukinisrael.fco.gov.uk

13 June 2014

Dear guests,

At tonight's British Israeli Business Awards Dinner we are celebrating the achievements of some extraordinary businesses and individuals. I am delighted to offer my warmest congratulations to UK Israel Business for organising the event, and a big 'kol hakovod' for all the winners.

The dinner comes at a time of real growth in the economic partnership between Britain and Israel. Trade and investment continues to grow. New partnerships are being formed every week. The mood is positive, and the potential is huge.

UK ISRAEL BUSINESS is a key part of the picture, and an important partner for both the British Embassy in Israel and the Israeli Embassy in Britain, as we work together on our common vision. With its network of 2,000 companies, it plays a key role in building a trade partnership that has doubled in a decade, and is now worth over £5 billion a year.

This year alone there have been some major success stories. Such as Shop Direct, one of the largest UK online retailers, which announced in April two major commercial partnerships with Israeli start ups Cimagine and yRuler. Or in March, when Arup and Mekorot signed an agreement to pursue cooperation in water innovation. And pharmaceutical giant GlaxoSmithKline signing in February a joint drug development agreement with the Technion in Haifa to commercialize a treatment developed in Israel for immune-system related diseases.

The visit of David Cameron to Israel in March (with Hugo Bieber of UKIB in his business delegation) sent a powerful signal of the priority that the British Government attaches to building the economic partnership with Israel. A few weeks later Ed Miliband made clear that building this partnership in trade and tech enjoyed cross-party support.

There is still a long way to go to fulfil the potential, but I am glad to be on the journey with UK Israel Business. I congratulate you for all your wonderful work, and wish you continued success.

Matthew Could

Matthew Gould HM AMBASSADOR

Message from H.E. Daniel Taub

Ambassador of Israel to the Court of St James's

The Ambassador's Office Embassy of Israel 2 Palace Green, London W8 4OB



לשכת השגריר שגרירות ישראל לונדון

Message from H.E. Daniel Taub, Ambassador of Israel to the Court of St. James's

I am delighted to extend my very warmest wishes to UK Israel Business on the occasion of the British-Israeli Business Awards Dinner and to wish a hearty Mazal Toy to all the award winners.

The economic relationship between Israel and the United Kingdom has grown stronger than ever over the past year. Not only has bilateral trade reached record highs, but the growing cooperation between our two countries has been celebrated at the highest levels of government. In his speech to the Knesset, Prime Minister Cameron spoke about the dividends that both countries have reaped from partnerships in academia, science, and technology, and we share his desire to continue working together to enable these partnerships to flourish.

UK Israel Business continues to be a valuable partner in our efforts to cement commercial ties in the United Kingdom. Reflecting on everything that we have achieved over the past year only serves to highlight how much more we can accomplish together in the future. Both the Embassy of Israel and our Economic and Trade Mission remain at your disposal and we hope to cooperate even more closely with you to realize our shared vision of bilateral synergy.

I wholeheartedly congratulate you for all your hard work and wish you nothing but success.

Daniel Taub

Daniel Taub Ambassador of Israel to the Court of St. James's



British Company of the Year

Arup



In March 2014, Arup signed a deal with the Israeli Water company, Mekorot, to explore new opportunities for innovation in the field of water and wastewater treatment around the globe. Arup is also working with several Israeli start-ups to try and bring their technologies to Britain, with the support of UK Israel Tech Hub at the British Embassy in Tel Aviv.



GSK

Signed a joint drug development agreement with BioRap Technologies Ltd, the technology transfer company of the Rappaport Family Institute for Research in the Biomedical Sciences at the Technion, Israel Institute of Technology in Haifa.

Howden Broking Group



Howden Broking Group, part of Hyperion Insurance Group, acquired Israeli insurance broker Bar-Ziv Ravid Insurance Group. With the addition of the Tel Aviv-based business, Howden's operation in Israel becomes one of the top three general insurance brokers by revenue in the country. Howden made their first acquisition in Israel in 2011, acquiring Davidoff Insurance Brokers.



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Israeli Company of the Year



AposTherapy

AposTherapy is to invest £10m in the UK in the next three years by opening clinics and creating hundreds of jobs. This is in addition to the £11m it has already invested. The firm currently employs nearly 50 people in the UK. It provides innovative, non-invasive and highly effective treatment for knee osteoarthritis and already has six clinics in the UK and will be initially opening two more clinics. In addition it plans to open a new European HQ in London.



Israel Chemicals Ltd

In April 2014, Israel Chemicals (ICL) implemented a £38m investment programme in its UK subsidiary Cleveland Potash to expand its Boulby Mine in North-east England and boost polyhalite production to 600,000 tonnes a year. The UK Government is to grant £4.9 Million to ICL's CPL subsidiary in Britain under its investment promotion programme.



Plus500

A Haifa-based company operating an online platform to trade financial instruments. Plus500 placed \$75m worth of shares on London Stock Exchange's Alternative Investment Market (AIM) in July 2013 valuing the company at \$200m. In February 2014, the company surpassed a \$1bn valuation.

Teva Pharmaceuticals



Teva recently announced a two-part collaboration with the new UK Government-led clinical drug development initiative. Teva will invest approximately \$20 million in clinical development in the UK and up to an additional \$1 million for basic research into dementia.



The UK is one of Israel's most important trading partners.

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Idan Shapira, Head of Israeli Related Business on +44 (0) 20 7907 8182 or ishapira@bankleumi.co.uk

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Most Promising Company of the Year

eToro



eToro is the world's largest social investment network, with 3.5 million registered users in over 200 countries and 245 employees in the UK, Israel and Cyprus. In June 2013, eToro opened offices in the City of London and received an FCA licence. eToro was recently included in the British Government's Future Fifty programme for high potential companies and Wired magazine recognised eToro as 'one of the 5 hottest companies to look out for in Israel'.



GetTaxi

GetTaxi originated in Israel as a mobile-based taxi-ordering service. Their first city outside Israel was London in the summer of 2011 and they have continued to build their client base in London. They are growing by 400% year on year having raised \$52m in funding and were selected by Forbes as one of the 'top 15 explosively growing companies'.

Kano



Kano is a DIY computer kit designed to help people of all ages assemble a computer from scratch, and learn basic coding skills. Founded in 2013 by Israeli Yonatan Raz-Fridman and Englishman Alex Klein, Kano raised over \$1.5m on Kickstarter in November 2013 (raising the first \$100,000 in 18 hours) and Kickstarter investors included Apple cofounder Steve Wozniak.

Teva Motors Limited



Teva Motors Limited is a British-Israeli company founded in 2013 which develops range-extended electric trucks based on Israeli submarine technology. In the last year the company has closed both a small Seed Capital and a Series A investment round led by newly appointed chairman Sir Trevor Chinn. In addition, the company won two funding grant competitions from the Department of Energy and Climate Change and closed strategic deals with both China's second largest truck maker and the world's largest delivery company.



Lifetime Achievement Award

Lord Young of Graffham



Lord Young of Graffham has had a distinguished career. After graduating from University College London he became a solicitor before working for the conglomerate Great Universal Stores.

In 1958 he made his first business visit to Israel, where on behalf of Sir Isaac Wolfson, he arranged for the acquisition of Shell Palestine which was subsequently renamed Paz Petroleum Company Ltd.

In the 1970s he became involved with the charity ORT after being taken on a week-long trip visiting ORT's network of schools across Israel. Seeing the vocational training offered by ORT proved pivotal in his career.

In 1979 he entered the Department of Industry as a Special Adviser, charged with introducing what became known as privatisation. In 1982 he became Chairman

of the Manpower Services Commission and a member of the National Economic Development Council.

In 1984 he joined the Cabinet as Minister without Portfolio with responsibility for employment programmes and became a peer and Privy Councillor. He was appointed Secretary of State for Employment in 1985 and played a leading role in the 1987 election after which he was made the Secretary of State for Trade & Industry and President of the Board of Trade. He retired from government in July 1989 and served as Deputy Chairman of the Conservative Party until June 1990.

Whilst in government, he was a strong supporter of Israel and helped secure bilateral scientific research agreements with Israel, strengthening business ties in the process.

In 1990 he joined the board of Salomon Inc and later that year became Executive Chairman of Cable ϑ Wireless PLC. Whilst at Cable ϑ Wireless, he oversaw an investment in Israeli national telecommunication provider Bezeq.

In 1995 he opened Young Associates to invest in technology companies, becoming particularly interested in early-stage Israeli technology. During this period, he was involved with some of the most formative Israeli technology companies and his time as an investor in Israel led him to the Chairmanship of the British Israel Chamber of Commerce, the forerunner of UK ISRAEL BUSINESS.

Following David Cameron's election as Prime Minister in 2010, Lord Young was appointed advisor, initially to review health and safety laws and subsequently as advisor to the Prime Minister on Enterprise. From his office in 10 Downing Street he has published reports on SMEs, micro-businesses and small firms.

Whether from a business perspective in the 1950s, charity in the 1960s and 1970s, government in the 1980s, business and investment in the 1990s and his role as Chairman of the British Israel Chamber of Commerce in the 2000s, his admiration for and support of Israel makes him a truly worthy recipient of the Lifetime Achievement Award.

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Isaac Herzog MK

Chairman of the Israeli Labor Party & Leader of the Opposition



Isaac Herzog, son of former Israeli President, Chaim Herzog, was born in Israel in 1960. He completed his army service with the rank of major (res.). He holds a law degree from Tel-Aviv University and is an attorney by profession. In November 2013 Mr Herzog was elected Chairman of the Labor Party and also holds the position of Leader of the Opposition in the Knesset.

Isaac Herzog served as Secretary of the Economic-Social Council (1988-1990), as Government Secretary (1999-2001) and as Chairman of the Anti-Drugs Authority (2000-2003). Elected to the 16th Knesset in 2003, as a member of the Labor Party, he has served as a member of the Knesset Finance, Internal Affairs and Environment and Anti-Drug Abuse Committees, as well as Israel Labor Party Parliamentary Group Whip.

In January 2005 Isaac Herzog was appointed for the first time to a cabinet position in the Israeli Government, and served as the Minister of Housing and Construction.

In May 2006, he was appointed as Minister of Tourism, and was successful in handling the acute crisis that faced the tourism industry in Israel as a result of the Second Lebanon War.

In March 2007 he was appointed Minister of Welfare and Social Services and Minister of the Jewish Diaspora, Society and the Fight against Anti-Semitism. As Minister of Welfare and Social Services, he accomplished many achievements in the economic and social spheres. These included significant progress regarding children-at-risk, the absorption of people with disabilities into the workforce and enhancement of the quality of life of the elderly, as well as a complete reform of the services offered to Holocaust survivors, the reinforcement of the social safety-net and more.

During Operation Cast Lead in Gaza (December 2008 - January 2009) Isaac Herzog was appointed by the Cabinet to be the Israel Government Coordinator for the provision of humanitarian aid to the population of Gaza. In February 2009 he began his second term as Minister of Welfare and Social Services.

In January 2011 he resigned from the Israeli government.

Following his resignation he continued to serve as an MK and was a member of the Foreign Affairs and Defense Committee, the Constitution, Law and Justice Committee and the Education, Culture and Sports committee.

During 2012-2013, Mr. Herzog served as the Chairman of the Labor Party Parliamentary Group in the Knesset and has been responsible for the coordination of the members of the opposition in the Israeli Parliament.

On 22 November, 2013 Isaac Herzog was elected Chairman of the Labor Party and since then has served in this position as well as the position of the Leader of the Opposition in the Knesset.

Isaac Herzog was elected by anonymous vote of the 19th Knesset as a member of the committee that nominates judges. He is also the Chair of the Knesset delegation to the European Parliament, the Chair of the Israel-Great Britain Parliamentary Friendship League and the Chair of the Israel-Ireland Parliamentary Friendship League. Furthermore Isaac Herzog chairs the Pensioners' Lobby, the Lobby for Nutritional Safety in Israel, the Lobby for Promoting Education in the Fields of Technology and Practical Engineering and the Lobby for Public Broadcasting, and he is also the co-chair of the Lobby for Jewish Renewal.

Isaac Herzog speaks Hebrew, English and Arabic, has published articles in the Israeli and foreign press and has recently published a book titled: "Work Plan – a recipe for economic welfare". Isaac Herzog is married to Michal, and they have three sons.

Israel Private Equity Opportunity Summit



- Chaired by Sir Trevor Chinn CVO
- Over 120 targeted industry attendees
- Speakers and Panellists included representatives from Apax Partners, Economist Intelligence Unit, BVCA, CVC, Blackstone Group and Viola Partners
- Significant industry press coverage
- Keynote addresses from
 - Ambassador Dan Gillerman
 - Sir Ronald Cohen
- Macro economic environment panel
- Panel on the practicalities of operating in Israel



Sir Ronald Cohen

"Apax to create \$500m Israel mid-market fund"

"Blackstone Plots Israel office amid surge in buyout interest"

"...the country is no longer the domain of hightech investors alone; buyout houses are also decoding the Israeli opportunity"

Unquote"

"...more opportunities for private equity firms in sectors such as financial services and consumer goods"

Private Equity News

"An event like this is very important in awakening the senses and making the British private equity scene aware of the possibilities and opportunities in Israel"

The Jewish Chronicle



Left to right: Hillel Schuster, Alan Sacks, Eylon Penchas, Monica Woodley

" Israel has attracted some of the world's biggest private equity firms in recent years, including Apax Partners, Warburg Pincus, TPG Capital and Permira, driven by relatively high GDP growth, low unemployment and relatively low inflation, according to industry figures."

The Wall Street Journal Private Equity Beat



Left to right: Hugo Bieber, Ambassador Dan Gillerman, Sir Trevor Chinn CVO

"A handful of international giants are targeting Israel"

"While most transactions in Israel focus on technology companies, the country's M&A landscape is expected to evolve..."

The Wall Street Journal Private Equity Beat



Left to right: Tim Hames, Leon Blitz, Nico Hansen, Stuart Boyd



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BRITISHISRAELIBUSINESSAWARDSDINNER2014

2013-2014 Selected Events

Business Breakfast with Sir Win Bischoff, Chairman of Lloyds Banking Group







Business Breakfast with Ann Cairns, President, International Markets, Mastercard, in conversation with CNBC Commentator Gemma Godfrey







Investor Breakfast with Natftali Bennett MK, Israeli Minister of Economy







Business Breakfast with Ross McEwan, CEO of The Royal Bank of Scotland







Prime Minister David Cameron's Business Delegation to Israel







Innovate Israel 2013







Photos by Blake Ezra Photography, unless stated otherwise



UK ISRAEL BUSINESS IT'S NOT WHO YOU KNOW IT'S WHO YOU DON'T KNOW THAT MATTERS

Working with over 2,000 companies and more than 10,000 key decision-makers, **UK ISRAEL BUSINESS** provides the access and information necessary to take advantage of emerging business opportunities in the UK and Israel.

We've made headlines worldwide by attracting first class speakers to our networking events, which have included Tony Blair, Lord Browne, Professor Dan Shectman, Sir Martin Sorrell, Lord King and Professor Stanley Fischer.

For UK companies, our market intelligence reports provide in-depth sector research and analysis, and outline emerging trends in Israel. Our extensive networks in Israel are open to our members and we provide guidance and advice for those looking to do business in Israel.

Innovative high growth Israeli companies looking to penetrate the UK and European markets seek to partner with us because of our unprecedented knowledge, professional contacts and access to capital.

By becoming a member of **UK ISRAEL BUSINESS** you'll soon see it's not who you know, but who knows you.

To find out how your business can benefit, contact us: info@ukisraelbusiness.co.uk

Berwin Leighton Paisner LLP is delighted to support the British Israeli Business Awards Dinner 2014

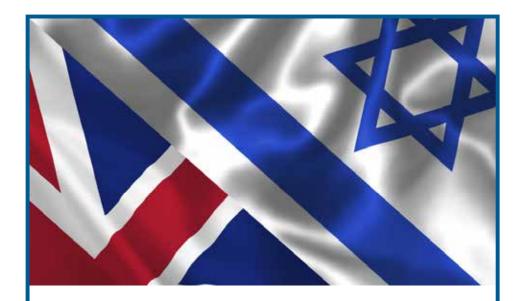
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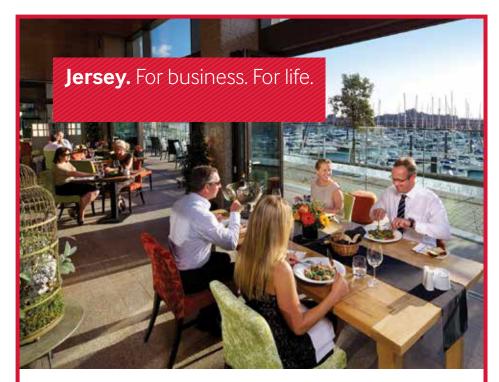
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Proud to be supporting this year's

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& recognising the great work

Marc Worth does

on behalf of

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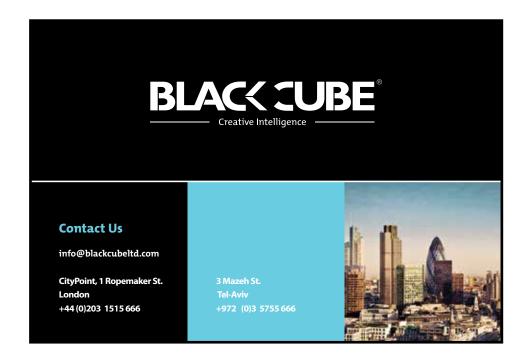
Best wishes from Hilda & Yitz Applbaum



Wishes the UK Israel Business every success

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David and Wendy Meller wish the event every success





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Our services to our members include assistance in exporting to Israel, identification and purchasing of products and services from Israel, investment, M&A and joint ventures with Israel.

For Israeli firms, we help provide access to the UK market and capital through our extensive network and connections. We work closely with, but independently of, both the Israeli Embassy in London and the British Embassy & Tech Hub in Tel Aviv.

Working with over 2,000 companies and more than 10,000 key decision-makers, **UK ISRAEL BUSINESS** provides the access and information required by our members to take advantage of emerging business opportunities in the UK and Israel.

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