



Latest updates in EIT Hub Israel

1 - **Disrupt Me 2022** is underway with leading European corporates already deep into their tech scouting process in Israel. Disrupt Me provides an end-to-end innovation solution which helps companies find state-of-the-art Israeli technology and perfect their corporate innovation strategy. This 8 month tailored process, offers companies the opportunity to advance their business and tech goals utilizing the disruptive innovation that the Israeli ecosystem offers.

2 - **Calling2Scale** kicks off this month with 16 hand picked European and Israeli startups in the Health, Energy and Climate fields. Calling2Scale is a tailor-made startup bootcamp, giving top European and Israeli technologies the chance to receive a full end-to-end package for market penetration in a 3-month hybrid programme. Calling2Scale provides the startups with access to beta sites, mentors, data and potential end customers, through EIT's extensive network and refined know-how.

3 - EIT Hub Israel is excited to host a large EIT Urban Mobility delegation this May as they join and partner with Israel's largest mobility tech event of the year, **Ecomotion Week**. This will be the biggest KIC delegation to Israel since Covid, and will significantly increase EU-Israeli collaborations in the mobility tech space to promote more livable cities. EIT Hub Israel is curating a packed week that will include intimate workshops, exclusive networking events and will be facilitating business opportunities between Israel and Europe.

A graphic advertisement for the 'Calling2Scale' bootcamp. The background is a dark space with a blue planet on the right. At the top left is the 'eit Hub Israel' logo. The main title 'Calling2Scale' is in large white font, with a green arrow pointing right. Below it, in smaller white text, is 'Application is Now Open for the 2022 Bootcamp'. The text continues: 'Calling all European and Israeli startups in the field of: Health, Renewable Energy, Plastics & Fuel Substitutes'. Below this, it says 'Boost your startup towards new market penetration with Israel and Europe's top experts and industry leaders'. A central diagram shows a flow from a rocket icon to a lightbulb icon (labeled 'Domain focused tailor-made programme'), then to a brain icon (labeled 'Industry-led tracks provide expert support access to business units, data, and beta sites'), and finally to a gear icon (labeled 'Full end-to-end package for market penetration'). At the bottom, there is a timeline: '3-months bootcamp', '8 virtual/hybrid meetings', 'Tuesdays Starting 10 May, 2022', '14:00-16:00 CET', '1:1 Weekly growth meetings', 'July 2022 Demo Day', and 'Application deadline: 14 April 2022'. A green button with white text says 'Apply NOW >>'. At the bottom, there are logos for various partners: EIT Impact, TEARLCOHEN, alperia, DORAL, Integer, ICI, BAZAN GROUP, innovation, HochtHL, and ISRAEL INNOVATION INSTITUTE.

4 - EIT Hub Israel and the EU Delegation to Israel are hosting senior members of the European Commission's Directorate General for Research and Innovation this May. The Hub, along with VIP guests, will present and review trends of European players active in the Israel ecosystem active in the innovation field, discussing visions and ideas for the future.



Open Opportunity



HORIZON EUROPE LAUNCH EVENT:

How to mobilise European and Israeli Research and Innovation excellence and build on success stories, to fully tap into Horizon Europe's novel opportunities

16 MAY 2022 | **08:45–13:00** UTC+2 (Brussels time)
09:45–14:00 IDT (Israel Time)

The European Union Delegation to the State of Israel and ISERD are delighted to invite you to the Horizon Europe Framework Programme Launch Event.

A half-day online and TV studio interactive event to celebrate the start of a new exciting chapter in EU-Israeli cooperation in R&I, within the recently signed Association Agreement.

- Get a 360° overview of Horizon Europe's structure, key novelties and objectives.
- Learn about great success stories from Horizon 2020 participants.
- Contribute to setting common priorities for future cooperation between Israeli and European innovation ecosystems.
- Debate and explore new collaboration strands to benefit from scaled up activities and investments, under Horizon Europe.
- Participate in matchmaking between European and Israeli organisations around Horizon Europe priorities.

SPEAKERS:

 <p>H.E. Dimiter TZANCHEV Ambassador European Union Delegation to the State of Israel</p>	 <p>Nili SHALEV Managing Director ISERD and VP Israel Innovation Authority</p>
 <p>Yael RAVIA-ZADOK Deputy Director General, Head of Economic Division, Ministry of Foreign Affairs of Israel</p>	 <p>Avi HASSON Chief Executive Officer Start-Up Nation Central</p>
 <p>Signe RATSO Deputy Director General Directorate-General for Research and Innovation European Commission</p>	 <p>Julien GUERRIER Director of the Common Policy Centre, Directorate-General for Research and Innovation European Commission</p>
 <p>Yehuda LINDELL Cryptographer at Coinbase Professor at Bar-Ilan University</p>	 <p>Martin KERN Director, European Institute of Innovation and Technology</p>
 <p>Robert-Jan SMITS President of the Eindhoven University of Technology</p>	 <p>Lauren IZSO International Journalist & TV Host</p>

This is an invitation only event.
Register at: www.horizon-israel-launch.eu

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INNOVATION CENTER

Success Stories

1 - EIT Hub Israel is proud to share that a successful Horizon Europe bid has been won with a joint Israeli and European consortium. The Consortium was formed as the result of "Bridging the Horizon" - a virtual round table for Israeli and European organisations that also provides additional professional consultation and support to encourage successful bids. The consortium organisations are IFIE, Israel - GSG - UK, FAIR - France, SIA - Italy, MAZE - Portugal.

2 - EIT Hub Israel is proud to share that funds of €7.7M were raised by Calling2Scale startup alumni. Calling2Scale is a tailor made startup support programme, giving European and Israeli top technologies the chance to receive a full end-to-end package for market penetration in a 3-month hybrid programme.



Latest updates in EIT Hub Silicon Valley

1 - We are pleased to introduce **Samira Gholami-Curtis** as our new EIT Hub Silicon Valley Manager. Samira believes in the European approach, public-private cooperation, and partnerships between governments, private sectors, universities, scientists, and founders. With a background in technology, government and the private sector, Samira has a vast experience in building partnerships. As a consultant and investor for start-up companies, Samira offers advice to start-ups on overall business and operations growth strategies. Samira has a degree in Computer Science and an MBA and holds more than 17 years of experience in bridging gaps in technology and business.

Samira is excited to get to know all the EIT Knowledge and Innovation Communities (KICs) and is currently having meetings with each KIC to identify areas of collaboration, perspectives, and plans for the Silicon Valley Hub.



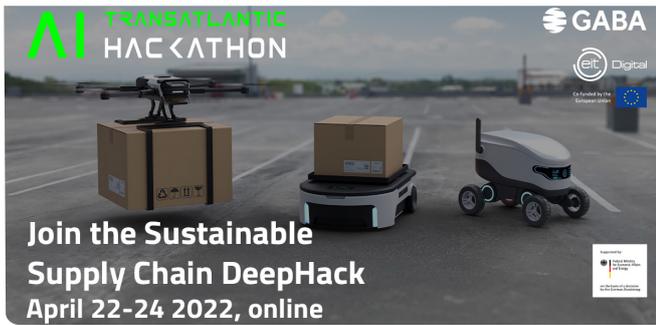
2 - On March 24, EIT Hub Silicon Valley held our first **EuropeSV** meeting of 2022 with attendees representing various EU Consulates. We were pleased to have Peter Wijsman, City Executive - Vice President at Arcadis, and Paul Hoekstra, Mobility BU Director TNL USA, talk about the Connected Corridor Proof of Concept (PoC) in San Francisco. By using sustainable design, advanced technologies such as smart sensors, LiDAR sensors, FlowCube sensors, and connected signal controllers, the optimal smooth traffic flow was achieved. TNL's Mobility Experts worked with Arcadis the main contractor in this San Francisco Municipal Transit Agency (SFMTA) project to implement a real-time demand-based traffic management system. Also, we had Skyroads from our EIT Urban Mobility's portfolio company pitch. Skyroads developed an

Automated Air Traffic Management System and positions itself as a technology leader in digital Advanced Air Mobility Infrastructure.

3 - EIT Hub Silicon Valley has joined the **MTB Ecosystem platform** as one of the First Launch Partners together with the Catalan Government's agency for business competitiveness ACCIÓ, the Australian Trade and Investment Commission Austrade, the MENA region-based accelerator Brilliant Lab, the Korea Innovation Center Silicon Valley, and the Japan External Trade Organization JETRO. As a partner, the EIT Hub Silicon Valley will be able to promote a number of our EIT Knowledge and Innovation Communities' portfolio startups and facilitate the matchmaking opportunities with corporates globally. The MTB Ecosystem is an AI-powered platform that "enables corporates, startups, investors and government partners to digitize and manage internal processes – from deal flow to feedback, shortlists/longlists of startup solutions, and innovation challenge definition – to boost the overall efficiency of the communication."

EIT Digital's Head of Operations, Federico Menna, joined the panel of Innovation Ecosystem Partners for the MTB Ecosystem launch event on March 30. The video of the event can be viewed [here](#).





4 - The second **Transatlantic AI Hackathon** : Sustainable Supply Chain DeepHack took place from April 22 to 24. With a focus on using Edge AI, the technique of processing AI algorithms on a hardware device locally, to re-think supply chains, and making them more resilient against crises and reducing their impact on greenhouse gases. Partnering with the German American Business Association (GABA) and with sponsors Intel and Luxonis, the participants were able to use the OpenVINOTM toolkit and the Luxonis OAK-D-Lite Spatial AI camera for their solutions.



5 - After six successful editions since last year, EIT Hub Silicon Valley is pleased to announce the 7th edition of the Ripple, offering a professional transatlantic online networking opportunity for international business professionals to meet each other based on shared interests. On April 27, all participants will meet during a 12-minute video call, right inside Conversation Starter, a web-based videoconferencing platform (nothing to install). For more information [click here](#).

