



Ministry of Economy and Industry
Foreign Trade Administration

JETRO Sao Paulo Scale Up In Brazil

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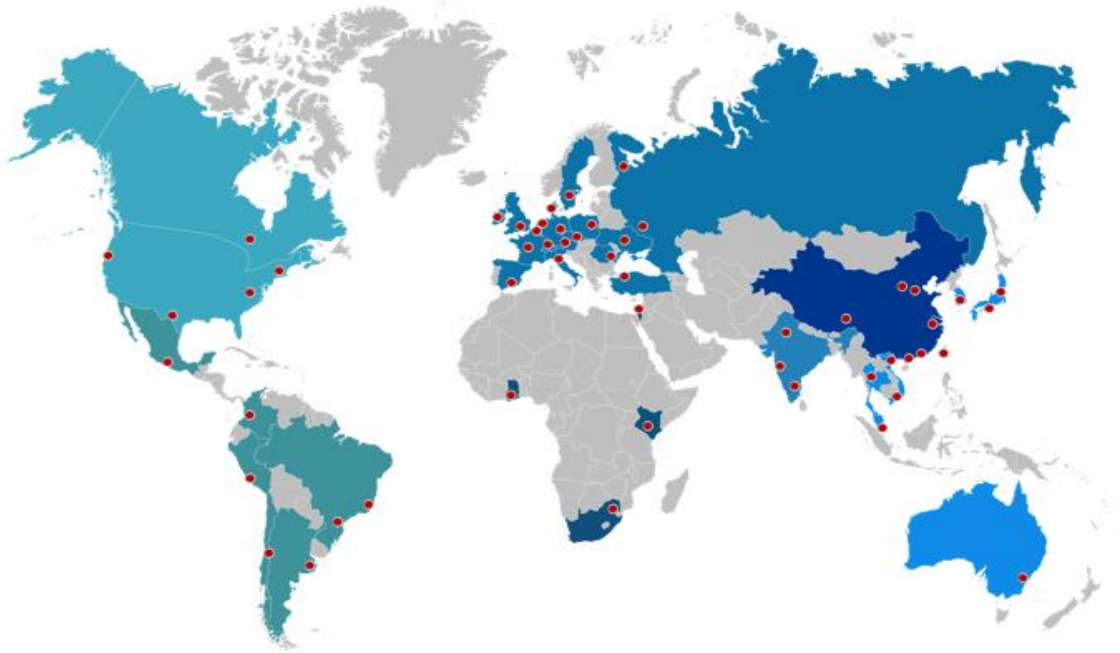


Foreign Trade Administration | Your Connection to Israeli Innovation

Israel Trade & Investment

What do we do?

- **Connecting** with Potential Partners
- **Resolving** Trade Barriers
- Providing Professional **Information**
- Initiating Inbound & Outbound **Delegations**
- Arranging B2B **Meetings** in Events and Exhibitions
- Connecting with foreign **investors**
- Connecting with **governmental entities**



Startup Nation

Israel lacks natural resources – development based on human capital



More than
300 Multinational
with R&D centers in Israel



13% of GDP
comes from high-tech



Around
7000 startups
in a 9.2 M inhabitants country
Largest startups concentration



Ranked
3rd
In number of companies
listed at Nasdaq - Only
after USA and China



Ranked
4th
In 2019 Global Startup
Ecosystem
(after USA, UK and
Canada)



around
140
Companies interested in
Brazilian market per year
(by ERM process only)



ScaleUp inBrazil



A landing pad for innovative tech companies



The Challenge

Designing a systematic process which effectively supports Tech Companies in Penetrating & Scaling into the Brazilian market



Outcomes

- Positive response from Israeli companies
- Success cases
 - Companies start doing business in Brazil
 - Investments
- Qualified network for companies
- Establishing Local Presence



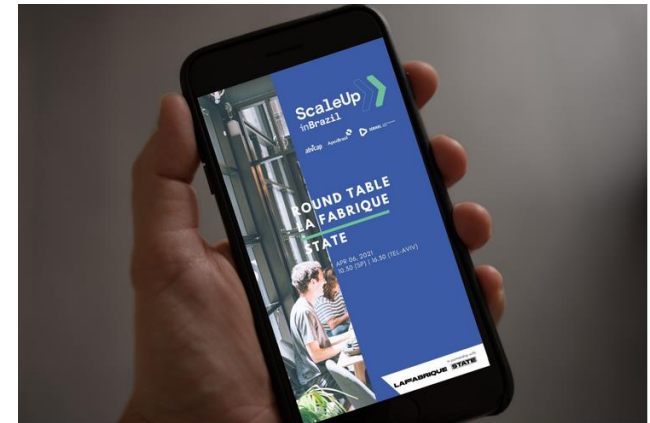
Continuously Evolving and Improving

- ✓ Bigger Program x 2
- ✓ Additional Countries x 3
- ✓ Stronger Partner Network
- ✓ Wish List Bucket
- ✓ Mentoring
- ✓ Refined Program



What's in it for YOU?

- Access to Top Notch Innovative solutions
- Connecting with leading eco-systems
- Mentoring opportunities
- Internationalization
- Branding





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Thank You

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