

Mission Report  
YBLF Mission to  
**ISRAEL**  
15<sup>th</sup>-19<sup>th</sup> December, 2019





## Glimpses of the YBLF Mission to Israel





## YBLF MISSION TO ISRAEL : 15-19 DECEMBER, 2019 MISSION REPORT

In order to strengthen the existing linkages as well as to bring new opportunities for the auto component industry in India, ACMA organised a delegation for its Young Business Leaders Forum (YBLF) to Israel from 15-19 December, 2019.

Mr. Nirmal K Minda, Advisor of YBLF & Past President ACMA led the 14 member delegation of young CEOs.

- The broad objectives of this mission were:
- Meeting Start-Ups
- Technology Transfer
- Explore possibility for JV
- Visit to universities which are strongly collaborating with industry on innovation
- Visit to Israel aerospace sector and explore business opportunities

### KEY LEARNINGS FROM MISSION TO ISRAEL

- This is a land of start-ups and innovation because it is a land of many problems. The only difference is these problems are viewed as opportunities to create solutions.
- All big OEMs have opened R&D Centre in Israel and from traditional component supplier base, they are running behind start-up to give them technology.
- Israel accept their failure with integrity, it is the substance which is the most important step for the success.
- The culture of innovation is deep rooted in the compulsory training and service which each citizen have to go after the graduation in the world most technology savvy military.
- People are exposed to world most technological advance system and after the services they try to deploy them in civil applications.
- The key ingredient in a culture necessary for innovation is the ability of take risks (not be afraid to fail as long as you learn from the failure), disorder (which may seem like chaos) and “**chutspah**” (audaciousness).
- “**Chutspah**” - it meant creating an environment where even the smallest/youngest/most junior person in the room had enough confidence to tell the top man that he didn't agree with what is being said or the way things are being done and the top man has enough grace to accept this feedback graciously and praise the person who gave it.
- Chutspah also has a second facet which is to “cut out the nonsense or sugar coating and get directly to the point”; this element is also widely accepted in the sense that people are not afraid to say what they mean and have frank or “candid” discussions without the fear of insulting the other person.
- It is important to have exposure to different world and cultural thinking to grow business and scale up. YBLF mission like this give perfect platform for the same.
- It is difficult to forget the learnings especially when one visits Hi-Tech start-ups, Companies with best



- practices, Universities that created multiple Nobel prize winners.
- The most important element for innovation in this country is adversity.
  - The mandatory service in the army right after high school, everyone has gone through it and I feel this builds a sense of brotherhood, comradeship and pride in the country.
  - Israel being in such a hostile atmosphere, ends up creating opportunities in the minds of the locals and people come up with unique solutions to solve their problems.
  - Israel is Silicon Valley of automobile, in next 10 years' time, we will see lot of big automobile component companies emerging from Israel in field of autonomous and connected vehicle domain.
  - The universities in Israel don't create graduate students, they create entrepreneurs because of this very mind-set as well as the support of the private and public sector for incubating these young businesses.
  - The key takeaways are to build the elements in our culture by leading by example: how to incentivize and encourage risk taking, how to be comfortable in disorder, how to be and promote "chutspah".

*Brief Report of the Meetings and Visits is given below*

## SUNDAY, DECEMBER 15, 2019: MANUFACTURERS ASSOCIATION OF ISRAEL AND ISRAEL EXPORT INSTITUTE

**The Manufacturers Association (MAI)** is the organization that has served as an umbrella organization for industrialists in Israel for more than 90 years. The MAI and its members have led the economy since the early days of Israel, guiding Israel towards its current technological power and economic prosperity. Israeli industry plays a key role in all spheres of life, ranging from defense, immigrant absorption and support for outlying regions of the country, to substantial investment in education and the community.

More than 1,500 organization and industrial plants, some employing up to 400,000 workers, are members of the MAI. Members benefit from a wide range of support and services on both a national level and day-to-day factory level. The MAI provides strong backing for manufacturers and serves as an umbrella organization for all branches of industry.

Unified as one entity, MAI members represent the leading economic power in the economy. Over the years, it has also played an important role in shaping labor relations and creating appropriate and effective communication channels. The president of the MAI also serves as the chairman of the Directorate of Business Organizations, the umbrella organization of the employers' associations in Israel.

**The Israel Export and International Cooperation Institute** is a premier gateway for doing business with Israeli companies. Established and funded by the government and the private sector, IEICI's expertise in technology and product scouting, joint ventures and strategic alliances with Israeli companies spans more than half a century. Whatever your field is, IEICI offers access to relevant businesses and government resources. With expertise in Israel's leading industries, IEICI will provide the information you need to connect, negotiate and do business.

IEICI's experts know all the industries and understand the business needs. With access to all major trade and business resources, they will help you screen relevant information, establish qualified contacts, and foster success.

IEICI is your strategic partner to Israeli business opportunities, from formal delegations and international conferences to private one-on-one meetings.



Each year IEICI manages dozens of Israel's national pavilions at leading trade shows around the world, and organizes a like number of business delegations. IEICI also convenes international conferences and exhibitions in Israel for industries in which Israel has global leadership.



*Delegation interacting with **Mr. Dan Catarivas**, Director General - Foreign Trade & International Relations, Manufacturers Association of Israel*



***Mr. Nirmal K Minda**, Advisor, YBLF and Chairman & Managing Director, Minda Industries Ltd. presenting the memento to **Mr. Dan Catarivas**, Director General - Foreign Trade & International Relations, Manufacturers Association of Israel*

[Click here for Presentation by Israel Export Institute](#)

[Click here for Presentation by Manufacturers Association of Israel](#)

[Click here for video by Volkswagen Group](#)

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## DECEMBER 15, 2019 START UP NATION CENTRAL (SNC)

*Start-Up Nation Central is an independent non-profit that builds bridges to Israeli innovation.*

SNC connect business, government, and NGO leaders from around the world with Israeli innovation, offering Israeli innovators access to high-potential and previously inaccessible markets, through highly customized business engagements, and through Start-Up Nation Finder – an easy to use, up-to-date, free online platform for discovering and connecting with the thousands of relevant innovators.

They identify technological sectors with high growth potential, helping them to mature. SNC currently focus on the Digital Health, AgriFoodtech and Industry 4.0 sectors, exposing them to global audiences, helping them develop practical tools, attracting investors, and establishing and nurturing tech communities to increase collaboration, knowledge-sharing, and skill expansion.

SNC accumulate knowledge and generate in-depth insights about Israel's innovation sector, sharing these with the clients and partners. They produce reports and additional assets at regular intervals throughout the year, regarding specific sectors and the ecosystem as a whole.

Start-Up Nation Central creates value by facilitating great partnerships, by helping clients find solutions that will create value for them, and even transform their business by connecting them with Israeli innovation.



*Delegation interacting with Start-Up Nation Central*



Think of Start-Up Nation Central as your GPS for Israeli Innovation. They create the spark of connection with industry experts, start-ups, academics, and MNCs, to inspire collaboration, partnership and growth.

SNC help fuel the Israeli innovation engine, leveraging the ecosystem to introduce you to the right people, and potential solutions, and developing the engine's human and technical skills, to assist in formulating supporting government policies.



*Mr. Kunal Minda, Director, Jay Switches India Pvt. Ltd. presenting the memento to Ms. Vered Mivtzari, Strategic Countries Director, India - Start-Up Nation Central*

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## DECEMBER 15, 2019 PERES CENTER FOR PEACE AND INNOVATION

The Peres Center for Peace and Innovation, founded in 1996 by the late President of Israel, Shimon Peres, develops and implements impactful and meaningful programs with a focus on promoting a prosperous Israel, nurturing and highlighting Israeli innovation, and paving the way for shared-living between all of Israel's citizens and lasting peace between Israel and its neighbors.



The Israeli Innovation Center is the first and largest visitor's center of its kind. It presents the incredible story of Israel, the "innovation nation", showcases the diverse fields and people behind Israeli innovation, and welcomes visitors from Israel and around the world with the aim of promoting a better future of prosperity and peace. Partners in this journey of innovation include government ministries, multinational corporations, and the start-up community.



The Peres Center for Peace describes its mission as "promoting lasting peace and advancement in the Middle East by fostering tolerance, economic and technological development, innovation, cooperation and well-being – all in the spirit of President Peres' vision. The peacebuilding activities of the Peres Center fall into the following fields: Agriculture and Water; Business and Economics; Civil Leadership; Community Programs in Jaffa; Culture, Media and Arts, Medicine and Healthcare; Social Media and Information Technology (IT) ; Sport.

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DECEMBER 15, 2019  
MOFET ETZION

Mofet Etzion Ltd. sets the benchmark standards of performance for ballistic armor. The LIBA® Armor System has become the armor of choice in Threat Level IV and higher areas, stopping fragment penetration from IED (Improvised Explosive Devices), landmines and AP projectiles up to and including 35mm APDS. The LIBA® Pellets are vandal resistant, virtually indestructible during transport and under normal storage conditions, have an unlimited shelf life and carry a five-year front-face guarantee. Mofet Etzion was established in 1995. Their greatest asset is the intellectual property, the outcome of years of intensive research and development. These ideas, inventions and innovations have led Mofet to spearhead global armor R&D, and have propelled us into the forefront of the world's ballistic armor market. Changing battlefield realities, including the use of armor piercing ammunition and lethal I.E.D devices, have challenged traditional military thinking as never before. Mofet has answered this challenge with a new concept pertaining to light vehicle armor: The **LIBA PELLET** solution – Light Improved Ballistic Armor. This armor can withstand armor piercing projectiles, is highly versatile, easy to repair under field conditions, and offers breakthrough multi-impact protection, thus introducing armor solutions that once again level the playing field.



*Mr. Devashish Mehta, Joint Managing Director, Omax Autos Ltd. presenting the memento to Mr. Eli Schwalm, CEO, Mofet Etzion*

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DECEMBER 16, 2019

## TECHNION – ISRAEL INSTITUTE OF TECHNOLOGY

The Technion – Israel Institute of Technology is a public research university in Haifa, Israel. Established in 1912 during the Ottoman Empire and more than 35 years before the State of Israel, the Technion is the oldest university in the country.

The Technion is ranked best university in Israel and the Middle East. The university offers degrees in science and engineering, and related fields such as architecture, medicine, industrial management and education. It has 19 academic departments, 60 research centers and 12 affiliated teaching hospitals. Since its founding, it has awarded more than 100,000 degrees and its graduates are cited for providing the skills and education behind the creation and protection of the State of Israel.

Technion's 565 faculty members currently include three Nobel Laureates in chemistry. Four Nobel Laureates have been associated with the university. The current president of the Technion is Uri Sivan.

The Technion has played a major role in the history of modern Israel. The selection of Hebrew as the language of instruction, defeating German in the War of the Languages, was an important milestone in Hebrew's consolidation as Israel's official language. The Technion is also a major factor behind the growth of Israel's high-tech industry and innovation, including the country's technical cluster in Silicon Wadi.



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## DECEMBER 16, 2019 TIPA COMPOSTABLE PACKAGING

TIPA was founded to create viable compostable, flexible packaging solutions. The segments of an orange are packed by nature in a protective multilayer peel. When discarded, the orange peel decomposes and leaves no toxic residue; the compost left behind can be used as fertilizer for plant growth. 100% of the orange peel returns to nature.

TIPA was founded in 2010 by Daphna Nissenbaum and Tal Neuman to address the plastic waste challenge. TIPA's vision is for flexible packaging to have the same end-of-life as organic matter, while still offering consumers and brands the durability, transparency and shelf life they have come to expect from conventional plastics.

Yet compostable packaging can only succeed if it meets the same performance specifications as conventional plastic packaging. Compostable packaging should also be able to seamlessly fit into today's methodology of logistics and manufacturing practices.

### The Flexible Packaging Challenge

Plastic used for food and beverage packaging makes up two-thirds of the world's plastic waste. Rigid (non-flexible) food plastic packaging is partly recyclable.

However, flexible packaging (packages such as fresh produce, coffee, snacks, granola bars, etc.) is a growing segment of the world's packaging market. Even though the volume of flexible packaging is smaller by weight and space, most flexible packaging cannot be practically recycled. Flexible packaging isn't made of pure plastic polymers but rather made by blending several materials. These blended materials make flexible packaging complicated for separation and recycling.



*Mr. Akhilesh Satheesh Unnithan, Research & Business Head, Sankar Sealing Systems Pvt. Ltd. presenting the memento to Ms. Julia Schifter, VP Strategy Analysis, TIPA Compostable Packaging*

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## DECEMBER 16, 2019 MANIV MOBILITY

Maniv Mobility, Israel's first venture capital fund dedicated exclusively to the new mobility future, has deep connections throughout the global automotive industry, as well as in the policy and technology communities.

Maniv Mobility is helping to expedite the new age of advanced transportation technology, including safety, business model innovation, and vehicle autonomy ("driverless cars"). They believe that in the 21st century, the public should not have to endure the daily tragedy of automotive fatalities, the frustration and productivity loss of traffic congestion, and the polluted air and public space that slow-moving and parked cars bring to their urban centers. In the last 20 years technology has made information and communication ubiquitous and close to free. In the next 20 it will do the same for mobility. They work with start-up companies, entrepreneurs, financiers and others to overcome the hurdles that will herald a grand new age.

Maniv Mobility is enabling a new era of safer, greener, more accessible, less expensive and ultimately autonomous mobility by investing in cutting edge technology in Israel as well as the US.



*Mr. Ayyushman Mehta, Business Head, Autofit Pvt. Ltd.  
presenting the memento to Mr. Meir Dardashti, Associate, Maniv Mobility*

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## DECEMBER 17, 2019: UNBOX INNOVATION & ENTREPRENEURSHIP CENTER, BAR ILAN UNIVERSITY

UnBox is the world's first Impact Creation Platform, which bonds researchers and solvers for positive global impact. The year-long three-phase UnBox '20 Program, held on Bar-Ilan University's campus, is open to Bar-Ilan University researchers and to off-campus entrepreneurs who together will establish fundable start-ups by the end of the program.

Eligible teams receive an investment package offered nowhere else: individual coaching and mentoring on the Customer Development methodology, funding for Customer Validation in the global market and a sweeping intellectual property waiver from Bar-Ilan University.



Eligible participants include Bar-Ilan researchers – principal investigators, research fellows and advanced degree students and off-campus entrepreneurs with prior startup experience. Participants will choose to engage in one of three domain clusters:

- **UrbanTech** - Mobility, Energy and Habitat
- **LifeTech** - Agriculture, Food, Healthcare
- **SocialTech** - Community, Legal, Governance



*Mr. Akshit Bafna, Business Head, Coventry Coil-o-Matic Limited presenting the memento to Mr. Ariel Sella, Managing Director, UnBox Ventures*

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## DECEMBER 17, 2019 ERM ELECTRONIC SYSTEMS LTD

Since 1985 ERM Advanced Telematics has been developing new technologies and products for the automotive market. ERM develops both hardware and software solutions. ERM also adopts and leverages a wide range of third party technologies in order to expand the solution's benefits. By doing so they add more value to their partners, allowing them to penetrate new niche markets and capture a greater market share so as to expand their businesses and provide intelligent solutions for fleets all over the world.

In addition to ERM's investment in R&D, designing and developing telematics and connected cars hardware and software technologies and solutions, ERM also manufactures its products in-house and provides the customers with final hardware products. The production process includes electronic PCB assembly, upload-



ing the embedded software and packaging to ship. ERM's quality assurance process monitors each and every sub process during the manufacturing in order to minimize problems and to ensure that the final shipped product meets the highest quality standards.

ERM's solutions are distributed all over the world thanks to successful collaborations and cooperation with service providers from various fields and businesses in the automotive industry. By creating fruitful partnerships, they are able to provide their partners with customized solutions for their needs, assisting them to lead their market by offering innovative and tailor-made services. They try to always be there for their partners and to support them with their specific requirements in the shortest time period possible.



*Mr. Yuvraj Kapuria, Vice-President, The Hi-Tech Gears Ltd. presenting the memento to Mr. Eitan Kirshenboim, CMO, Business Development, ERM Advanced Telematics*

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## Glimpses of the YBLF Mission to Israel







## DECEMBER 17, 2019 MEETING WITH 3D PRINTING COMPANIES

### Castor

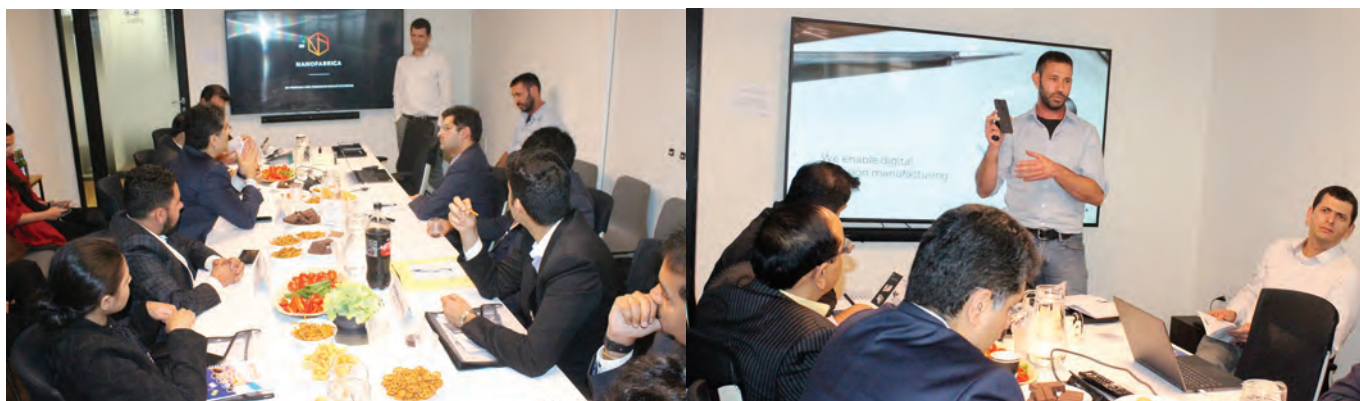
Castor is focused on helping manufacturers realize the full potential of 3D printing. Its technology allows manufacturers to reduce lead time, avoid costly spending on limited quantities, and increase flexibility. CASTOR's proprietary technology helps manufacturers assess how to apply industrial 3D printing to their production processes. By providing a comprehensive technical and cost-savings assessment for a full Bill Of Materials, designers, NPI managers, and production engineers have the critical information they need to effectively and efficiently make highly complex/low volume machine parts.

### Nanofabrica

Nanofabrica, additive manufacturing for precision engineering, is changing the way things are made. To accomplish this they put together a team of exceptional multi-disciplinary professionals and combined knowledge and experience in material science, optics, hardware, software and 3D printing. To date they have delivered parts to dozens of global customers from various markets such as electronics, optics, injection molding, life sciences, semiconductors and more. Motivated by their passion for solving tough challenges and guided by their desire to listen to their customers and learn from their vast knowledge, they aim high to enable digital mass manufacturing of precise and complex parts.

### Massivit 3D

Massivit 3D Printing Technologies Ltd. is a pioneer of large format 3D printing solutions for visual communication spanning the advertising, retail, events, entertainment, interior design and architectural sectors. Leveraging its proprietary Gel Dispensing Printing (GDP) technology, the company's solutions enable rapid and cost-effective production of super-sized, eye-catching 3D signage, displays and props. Massivit 3D's mission is to enable print services and other visual communication producers to expand their business offering, gain a competitive edge, and generate new sources of revenue.



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## DECEMBER 17, 2019 ISRAEL INNOVATION AUTHORITY

The Israel Innovation Authority, an independent publicly funded agency, was thus created to provide a variety of practical tools and funding platforms aimed at effectively addressing the dynamic and changing needs of the local and international innovation ecosystems. This includes early-stage entrepreneurs, mature companies developing new products or manufacturing processes, academic groups seeking to transfer their ideas to the market, global corporations interested in collaborating with Israeli technology, Israeli companies seeking new markets abroad and traditional factories and plants seeking to incorporate innovative and advanced manufacturing into their businesses.

Fueled by a vibrant entrepreneurial culture, robust technological infrastructure and highly skilled human workforce that produces the most substantial number of startups per capita in the world, innovation is one of Israel's most valuable natural resources. At the same time, Israel is today home to over 350 R&D centers of multinational corporations, many of them Fortune 500 companies, illustrating Israel's profound and disproportionate impact on the advancement of global innovation as well.



Over the years, the State of Israel supported the development of a thriving innovation ecosystem by provid-



ing various tools to support industry R&D. The government's innovation policy had many achievements and today, Israel is considered a leading innovation hub, boasting exceptional entrepreneurial spirit, extensive investment in business sector R&D, advance scientific research and a mature venture capital scene. The Israel Innovation Authority continuously monitors development in the Israeli innovation ecosystem and updates its policy and industry support tools accordingly. The Innovation Authority's Strategic and Financial division provides continuous support to such operation by conducting research, planning, evaluation and budgetary control activities.



*Mr. Kunal Minda, Director, Jay Switches India Pvt. Ltd. presenting the memento to Ms. Hilly Hirt, Head I4F India-Israel Industrial R&D, Israel Innovation Authority*

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## DECEMBER 18, 2019 THERMOSIV TECHNOLOGIES

ThermoSiv develops heating fabric weaved with carbon-based conductive yarns. ThermoSiv's technology offers safe and healthy far-infrared therapy heating, fast and uniform heat, energy efficiency and flexible and easy integration. It is suitable for vehicles, agriculture, medicine, military and outdoor, food delivery, disinfection and pesticides, consumer goods, and construction and industrial uses.



They had developed conductive textile that allows very eco-efficient heating solutions which can fit very well to be integrated inside the interior of the vehicle to replace HVAC heating in the winter with 50% less energy than A/C and much more cozy and comfortable feeling. It is the solution for EV vehicle as the battery could give 20% more range with this technology instead of normal A/C heating.



*Ms. Richa Minda, CFO, Anu Industries Ltd. presenting the memento to General (Res.) David Agmonm, CEO and Owner, ThermoSiv*

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DECEMBER 18, 2019  
C2A SECURITY

C2A Security was founded in 2016 by Michael Dick, previously co-founder of NDS, dedicated to provide the automotive industry end to end in-vehicle cybersecurity protection. Combining multi-disciplinary world-renowned leaders from the automotive, embedded security and academic domains, C2A created a new approach for In-Vehicle Cybersecurity, bringing car manufacturers a comprehensive, yet practical vehicle security solutions. C2A has created a holistic approach to in-vehicle cyber-security. They empower OEMs and Tier-1 suppliers by providing solutions from the planning phase, through onboard embedded security, up to the ongoing management of the vehicle's security life cycle. This unique approach provides the automotive industry with a comprehensive, multi-layered solution for in-vehicle cyber-security protection. As modern cars evolve into highly-sophisticated and internet-connected machines, it is incumbent on



automotive companies to adopt cyber-protection measures in an effort to safeguard vehicles and passengers' lives, something no less important than the deployment of airbags or the use of ABS.

For the automotive industry to face the cyber-security challenge head-on, it needs to embrace a new approach, with products designed from the point of view of the automotive manufacturer, assuring the best fit for their needs. Only a supplier that 'speaks' the language of the automotive producers is able to deliver such a bespoke solution.

C2A's network IDPS solution comprises several SW building blocks on top of existing hardware platforms, such as recently introduced automotive Ethernet switches and routers. It is the first automotive grade Ethernet IDPS solution that offers an overarching structured and automated process for the configuration and generation of automotive IDPS, resulting:

- System Configuration – For switch and router; as per selected security policy.
- Hardware Security – Utilizing available hardware capabilities; sophisticated load-balancing with software capabilities.
- Software Security – Complete package including application-aware network IDPS and optimized, secured operating system.

This is also the industry's first end-to-end solution, providing a complete software suite that can automatically leverage existing hardware platforms for state-of-the-art Ethernet IDPS solution. This approach is highly suitable for the automotive sector, which has historically strives for standardization and zero-error ability due to extensive supply chains, regulations, and safety concerns.



*Mr. Devashish Mehta, Joint Managing Director, Omax Autos Ltd., presenting the memento to Mr. Michael Dick, CEO, C2A Security*

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## DECEMBER 18, 2019 MOBILEYE

Mobileye, an Intel company, was launched in 1999 with the belief that vision-safety technology will make the roads safer, reduce traffic congestion and save lives. With a cutting edge team of more than 1,700 employees, Mobileye has developed a range of software products that is deployed on a proprietary family of computer chips named EyeQ.

Mobileye is the leading supplier of software that enables Advanced Driver Assist Systems (ADAS), with more than 25 automaker partners including some of the world's largest. Beyond ADAS, their technology has rapidly evolved to also support the three pillars of Autonomous Driving – Sensing, Mapping, and Driving Policy. As a result of this broad and well-advanced product offering, they have achieved a partnership to develop production-ready Fully Autonomous Vehicles with BMW and Intel, with production launch planned for 2021, and another partnership with the Tier-1 supplier Delphi for a “turnkey” system to be productized starting from 2019 with customer OEMs.

Mobileye's vision safety technology for ADAS is deployed on over 40 million vehicles and counting, making today's roadways safer for all. They work closely with global automakers to continuously deploy advancements in safety and convenience. Over the next several years, as more stringent safety regulations are implemented in major markets, it is expected that the percentage of newly-produced vehicles that include ADAS will increase.

Mobileye was listed on the New York Stock Exchange in 2014 following the largest-ever IPO of an Israeli company in the United States. Mobileye has won many awards. Most recently, *MIT Technology Review* ranked Mobileye #6 Smartest Company in 2016.

In 2017, Intel Corporation acquired Mobileye. Together, Intel and Mobileye will make autonomous driving a reality. They have the collective depth and breadth of experience, talent, technology, and resources to deliver safe and scalable AV solutions.



*Mr. Amer Subhi, Director, Mobileye interacting with the YBLF delegation*

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## DECEMBER 19, 2019 INDUSTRIAL COOPERATION AUTHORITY

The Industrial Cooperation Authority, at the Ministry of Economy and Industry, is responsible for initiating, tracking, monitoring, and coordinating industrial cooperation with foreign companies as part of their commitment to offset procurement in Israel.

The Industrial Cooperation Authority oversees winning government or public tenders and implements an offset of at least 35% of the value of the transaction in Israel (20% for GPA member countries). The Authority handles industrial cooperation agreements with more than 200 foreign companies and corporations. Included in these companies are world leaders in many areas such as defense, aviation, energy, ecology, electricity and electronics, computers, medical equipment, and vehicles and transportation.

The Authority initiates connections and coordinates opportunities between Israeli companies and foreign companies. It also receives technical requirements and proposals for cooperation from foreign companies, and helps them find opportunities and connections with Israeli companies. Additionally, The Authority ensures that offset obligations are fulfilled.

*All ICA support, assistance and services are provided on a complimentary basis. The ICA:*

- Provides information about Israeli industry.
- Conducts surveys related to Israeli industry.
- Coordinates visits by representatives of Israeli industry to foreign companies.
- Coordinates visits by representatives of foreign companies to Israel in order to survey local industry.
- Organizes conferences between foreign companies and Israeli industry.



*Mr. Devashish Mehta, Joint Managing Director, Omax Autos Ltd.  
presenting the memento to Mr. Hovav Ref, Sr. Director, Industrial Cooperation Authority*





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DECEMBER 19, 2019  
WATERGEN

Founded in 2009 by Israeli entrepreneur and former combat commander Arye Kohavi and a team of engineers, Watergen was originally a startup conceived to provide easily accessible water to militaries around the world. Following the company's acquisition in 2016 by businessman Michael Mirilashvili, Watergen shifted its focus tackling water scarcity and answering the needs of civilians following natural disasters. Watergen has since developed a line of products, suitable for different needs, from remote rural areas to commercial office buildings and private homes. It has been used around the world by armies as well as the public and private sectors in the United States, Latin America, India, Vietnam, Uzbekistan and the African continent. The company's main office is located in Petach Tikva, Israel. It has an affiliate company in the United States, "Watergen USA".

Water gen's patented GENius™ technology is an energy-efficient atmospheric water generator (AWG), which generates water from air at 250Wh per liter. During the process, air is drawn into the Watergen atmospheric water generator, where an air filter removes dust and dirt. Then, clean air is directed through Watergen's technology and undergoes a heat exchange and cooling process. At this temperature point, condensation occurs and water is created. The water is then channeled through a multi-stage filtering system to remove impurities, add minerals, and maintain its health properties (when the water reaches its ideal quality, it is either stored in a built-in or external reservoir where it is kept fresh through continuous circulation, or connected to the water grid of buildings, neighborhoods and cities, delivering water directly to residents' taps).

According to the company, GENius™ produces up to five times more water per kilowatt than any other technology on the market, using just 250Wh per liter.[18] It claims that the process is environmentally friendly, as a renewable solution that reduces plastic waste and carbon footprint, and typically produces 4 liters of water for every kilowatt of energy at a cost of 2-4 cents per liter – a renewable solution that costs less than local purified packaged well water. As the only company in this field with mass manufacturing facilities in three continents, they are able to offer a reliable supply of units, for small or large orders, either from stock or made to meet demand. As well as reducing the lead time between order and delivery, mass production also ensures the reliability of this technology.



*Mr. Shivanshu Ratra, Director, AAR AAR Technoplast Pvt Ltd  
presenting the memento to Mr. Shadie Bisharat, VP Mobility, Watergen LTD*

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## LIST OF PARTICIPANTS

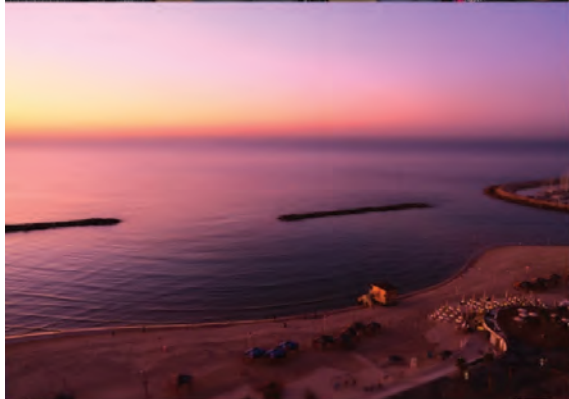
S.No.	Name	Designation	Company Name
1	Mr. Nirmal Kumar Minda	Advisor, YBLF and Chairman & Managing Director	Minda Industries Ltd.
2	Mr. Nitin Bahl	Chairperson, YBLF & CEO	Radiant Polymers Pvt. Ltd.
3	Mr. Shivanshu Ratra	Director	AAR AAR Technoplast Pvt Ltd
4	Ms. Richa Minda	CFO	Anu Industries Limited
5	Mr. Ayyushman Mehta	Business Head	Autofit Pvt. Ltd.
6	Mr. Akshit Bafna	Business Head	Coventry Coil-o-Matic Limited
7	Mr. Kunal Minda	Director	Jay Switches India Private Limited
8	Mr. Sumit Punia	Director	Kamal CED Solution LLP
9	Mr. Devashish Mehta	Joint Managing Director	Omax Autos Limited
10	Mr. Umashankar Unnithan	Head Operations	Sankar Sealing Systems Pvt. Ltd.
11	Mr. Akhilesh Satheesh Unnithan	Research & Business Head	Sankar Sealing Systems Pvt. Ltd.
12	Mr. Pankaj Kapur	Managing Director	Steelbird International
13	Mr. Yuvraj Kapuria	Vice-President	The Hi-Tech Gears Ltd.
14	Mr. Ashir Vaish	Partner	Vaish Industries

The overall feedback received from members was very encouraging and it was an eye opening experience for all the participants after seeing the level of automation used in the plants. Members were excited to join such missions in future.

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## Glimpses of the YBLF Mission to Israel





## Automotive Component Manufacturers Association of India

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