

רשות ההשקעות – מוספים

**FORTUNE**

**ISRAEL'S GLOBAL CONNECTION:** NEW WORLD CENTER FOR TECHNOLOGY

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# Israel: Technology for Business Growth

Special Advertising Section

By Joel Weiner

Statistics on travel to Israel do not break the numbers down into types of visitors or purpose of stay. Nevertheless, it is apparent that a rapidly rising proportion of incoming tourists are businessmen, mainly from the United States and Western Europe, looking for ways to plug into Israel's high technology. From direct investments to subcontracting, know-how exchanges to R & D, and joint ventures to commercial trade, industrial cooperation with Israel is clearly emerging as a favored growth strategy throughout the international business community.

Foreign involvement has always been an important dimension of industry in Israel. Lately, though, it has been undergoing rapid expansion, especially in the high-technology branches. In microelectronics, for example, the world's fastest-growing industrial sector, Israel has become a major offshore location for the leading companies in this field. Currently, VLSI (very large-scale integrated circuits) design centers are operated by Intel Corp., National Semiconductor Corp. and Motorola Inc. in Haifa, Herzliya and Tel Aviv, respectively. In addition, some \$200 million is being invested by

Intel and NSC in wafer fabrication facilities in Jerusalem and Migdal HaEmek. AVX Corp. of New York is building a factory to produce advanced capacitors — new generation components which it pioneered through the R & D efforts of its Jerusalem subsidiary.



Biotechnology is another high-tech sector attracting foreign investments to Israel. Last spring, First Mississippi Corp. and International Genetic Sciences Inc. of New York joined with the Hebrew University of Jerusalem to establish the International Genetic Sciences Partnership.

Bio-Technology General Corp., another American company, and the Ares-Soreno pharmaceutical group of Switzerland are also involved in biotechnology and genetic engineering activities in Israel.

In the communications field, General Instrument Corp. recently spent \$1.5 million to acquire 15% of Phasecom Israel Ltd., which develops and manufactures telecommunications equipment for video, voice and data networks, and has an option to increase its equity position to 25%.

Digitronics Israel Ltd., which designs and manufactures microprocessor-based instrumentation for digital test and measurement applications, is now managed by Wavetek Corp. of San Diego. Wavetek paid \$1 million for an option to purchase Digitronics and its affiliated marketing arms in North America and Europe on or before August 1, 1985.

Most recently, Martin Marietta Corp.'s aerospace division in Florida announced that it plans to enter a \$20-million R & D venture with an unnamed Israeli company in the field of laser technology. While declining to identify the Israeli partner in the joint venture or to reveal the nature of the agreement, the company did say that the deal includes a \$2-to-\$3-million licensing agreement.

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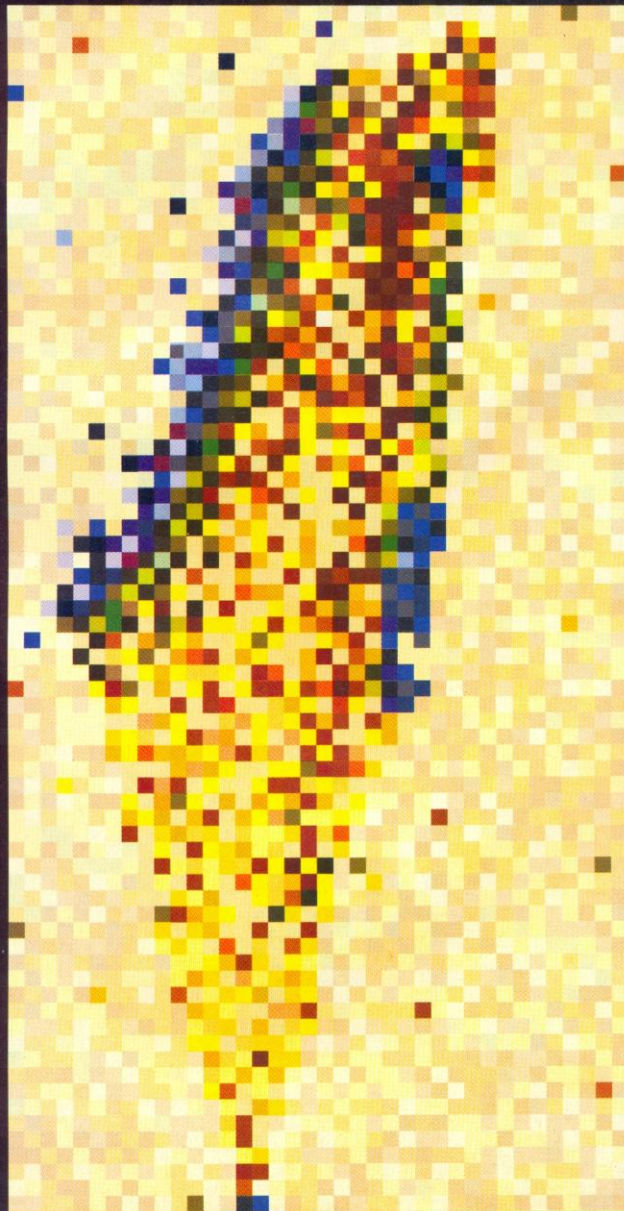


**ISRAEL:  
A QUEST FOR  
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