

WATER TRADE MISSION TO ISRAEL

Focusing on

WATER TECHNOLOGY, WATER MANAGEMENT & CLEANTECH

Saturday, 27 October – Sunday, 4 November 2007

The **Australia-Israel Chamber of Commerce and Israel Trade Commission** will be leading a **Trade Mission to Israel** in October/November 2007 focusing on **Water Management and Water Technologies** (as well as other areas of interest to delegates, such as Cleantech and Agritech). The Mission will coincide with the Israel's International Water Conference – **Watec 2007** (www.watec-israel.com) and the **90th anniversary commemoration of the battle of the Australian Light Horse Brigade in Beersheba** (http://en.wikipedia.org/wiki/Light_horse)

The Trade Mission, specifically designed for CEO's and senior management from business, government and academia, will combine exposure to key Israeli industry figures together with topical high level business meetings designed to expose delegates to innovative business ideas and opportunities.

Key objectives of the mission include investigating Israeli expertise in:

Management of water resources, water reuse and water recycling, water desalination, water saving, alternative energies, waste management and technologies, cloud seeding, water security, river restoration and purification, agriculture under arid conditions, irrigation using effluent and saline water, clean technologies to ameliorate Climate Change and updates on the latest Agritech products and solutions. The mission will also examine Israeli government policy success in promoting R&D activities in a range of related fields.

The mission will create an opportunity for Australian organisations participating to increase their exposure to the Israeli and International market and help promote Australian companies to a global audience in attendance at the Exhibition. The mission is also a great opportunity for participants to network and interact with leading figures from the water industry within Australia.

The AICC and ITC will organise group and individual meetings with a cross section of Israeli business, academic and political leaders. The Mission intends to include meetings with the following:

- Ashkelon Desalination Plant [*produces 100 million m³ of desalinated water per year, making it the largest facility of its kind in the world*]
- IDE Technologies [*Pioneer and leader in delivery of sophisticated water solutions, working with state-of-the-art desalination technologies*]
- Shaf-Dan Sewage Plant [*Israel's largest waste-water plant*]
- Eilat Desalination Plant [*Uses Sea Water Reverse Osmosis to produce potable water on a scale of 40 thousand m³ / day*]
- Netafim [*World pioneer of drip irrigation*]
- Sapir [*National water carrier pumping station*]
- Research Institutes, Technological Incubators
- Watec 2007 conference and exhibition

We are currently eliciting expressions of interest from potential delegates to join this high level trade mission. The final mission program will include suggestions from delegates. If you or a colleague may be interested in joining this timely and relevant mission, please reply to this email or contact **Guy Pross of the Australia-Israel Chamber of Commerce on (02) 9326 1700 or email guy@aicc.org.au**.

