

Israel's water innovation

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Ministry of Economy
Successful Economy



Israel
NewTech

Invest in Israel



WATER IS EVERYTHING

15,400 liters
of water to make
one kg of BEEF



400,000 liters
of water to build
a CAR

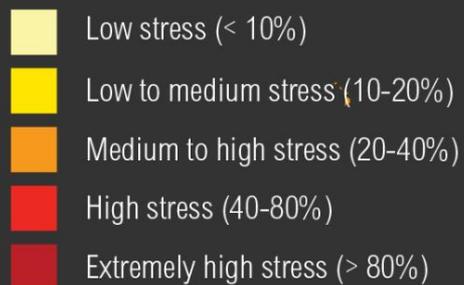


130 liters
of water to make
one cup of COFFEE



WATER STRESS BY COUNTRY

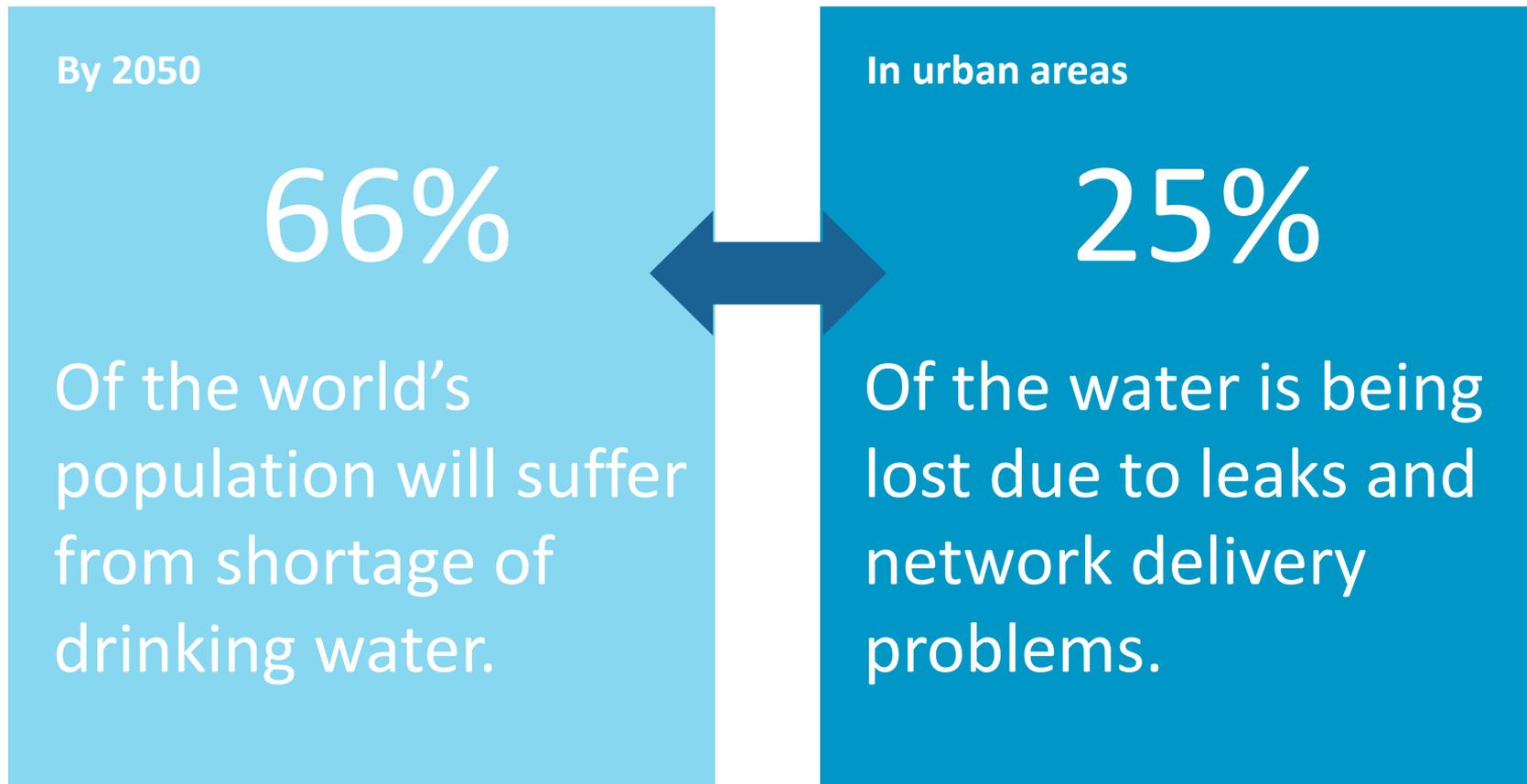
ratio of withdrawals to supply



This map shows the average exposure of water users in each country to water stress, the ratio of total withdrawals to total renewable supply in a given area. A higher percentage means more water users are competing for limited supplies. Source: WRI Aqueduct, Gassert et al. 2013

THE DRINKING WATER CHALLENGE

As world population grows and climate changes, some basic resources are becoming scarce.



Pricing

**Awareness
And
education**

Legislation

Structure

**Business
Models**

**Policy and
Regulation**

THE ISRAELI WATER SECTOR

5 Elements:

1. Clear Legal Framework
2. Integrated Water Management
3. Water Saving Society
4. Water Economy
5. Technology





280 innovative companies

Water management

Water desalination

Irrigation

Urban water solutions

Sector highlights

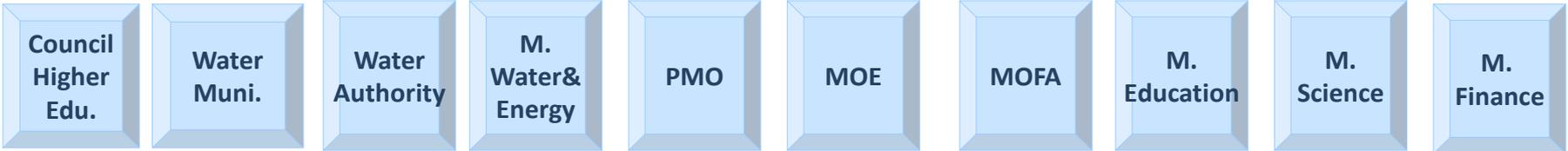
- Israeli systems account for 50% of the world's low-pressure irrigation systems, reducing agricultural water consumption by 30%.
- Israeli companies have installed more than 350 desalination plants in nearly 40 countries.
- Among world's lowest-cost producers of desalinated water: ~ \$0.55/m³ vs \$1.00/m³ world average.
- 86% of Israel's wastewater is reclaimed for agriculture – the highest percentage in the world.

ISRAEL NEWTECH



DG of MOE

Head of "Israel NewTech" Program



ISRAEL NEWTECH



"All the News That's Fit to Print"

The New York Times

Late Edition
Today, clouds and sunshine, warm, humid. High 63. Tonight, a shower or thunderstorm. Late, low 57. Tomorrow, a couple of thunderstorms. High 70. Weather map, Page C5.

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\$2.50



HASTERT PAYOUTS SAID TO BE LINKED TO SEXUAL ABUSE

F.B.I. TOLD OF TOUCHING

Claims Reportedly Date to Ex-Speaker's Years as a Teacher

By MICHAEL D. SHEAR and MICHAEL S. SCHMIDT
WASHINGTON — J. Dennis Hastert, who served for eight years as speaker of the House of Representatives, was paying a former student hundreds of thousands of dollars to act as publicly that Mr. Hastert had sexually abused him decades ago, according to two people briefed on the evidence uncovered in an FBI investigation.

Le Monde.fr

Le dessalement, recette miracle au stress hydrique en Israël

LE MONDE | 29.07.2015 à 09h35 • Mis à jour le 29.07.2015 à 17h42 | Par Marie de Verzés (A Jérusalem, correspondance)



LA NACION

La solución israelí a la escasez de agua

FOLHA DE S. PAULO

UM JORNAL A SERVIÇO DO BRASIL

Com reúso e água do mar, Israel produz um Cantareira ao ano

tvfolha

ISRAEL'S SOLUTION FOR A WATER-STARVED WORLD

LET THERE BE WATER

Essential reading. Highly recommended. —MICHAEL BLOOMBERG

SETH M. SIEGEL

ಬಾಲ್ಯ ಕು ಕನಿಕಲ್ಯ

DER SPIEGEL

Welt ohne Wasser

Die gefährliche Verpestung unseres kostbarsten Rohstoffs

CHINA DAILY ASIA

Using Israeli solutions to quench thirst

By CHENBO TROOIG in Tel Aviv and Jerusalem

A water desalination plant built by Israeli company IDE in Tianjin. The Chinese and Israeli governments are planning a project to banding to introduce water-saving technologies and water management systems to the coastal city. (Photos PROVIDED TO CHINA DAILY ASIA WEEKLY)

Adi Yehel, director of the water department at Israel NewTech under Israel's Ministry of Economy.

Galit Goren, head of the trade and investment division, embassy of Israel in Beijing.

DIE WELT

ie Israel zum Land des asserwunders wurde

Die Osten ist eine der Weltregionen, denen das Wasser it. Vor wenigen Jahren war die Lage auch in Israel lich. Dann begann sich das Land und entwarf einen gen Masterplan.

© Patrick Lohr

Foto: Getty Images/Eni. Ein Kind spielt in einem Brunnen in Jerusalem. In Israel gibt es dank Wusger

METRO TV NEWS.COM

הגברת מוריסה 25.3 תיור

RGRU

Как Израиль научился пить морскую воду

Тема: Вода. События. Технологии (7:00-7:05)

CBC

הגברת מוריסה 25.3 תיור

Thank You!



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