

Many companies will not seriously consider doing business with Israel because of the negative perceptions that surround the country.

The common view is that Israel is a “war economy” and that few opportunities exist for UK companies. This misconception belies the fact that Israel has a diverse and sophisticated manufacturing economy, backed by a high standard of living, which in many respects rivals that of Western Europe.

Consider the following:

- In proportion to its population, Israel has the largest number of start-up companies in the world.
- Israel is ranked number 2 in the world for venture capital funds, right behind the US.
- UK exports to Israel last year were over £1.3 billion, making Israel the UK's third largest export market in the Middle East and North Africa.
- Israel's \$100 billion economy is larger than all of its immediate neighbours combined.
- Annual GDP growth for 2006 was 5.0% and is forecast to be 5.1% in 2007.

In order to explore these potential opportunities, we have arranged a special live video workshop with Richard Salt (the Director for Trade & Investment at the British Embassy in Tel Aviv) and his team.

The workshop will take place at the National College for School Leadership (NCSL), Triumph Road, Nottingham, NG7 2GA on Thursday 20 September at 07h45. The programme is as follows:

07h45	Registration & breakfast
08h30	An overview of business conditions in Israel: Richard Salt & team
08h50	Live interaction and discussion - your questions, comments and feedback
10h00	Close

If you're currently trading with Israel or looking to do so, this workshop will be invaluable, as you will have the opportunity to discuss your business issues personally with the Embassy staff.

We have only a limited number of seats available, so if you want to attend please book your seat now.

To register phone Elizabeth on 0115 9471767 or email [emita@emd.org.uk](mailto:emita@emd.org.uk)