



Germany - Israel  
Special Edition

# th AMERICAS COMPETITIVENESS EXCHANGE on Innovation and Entrepreneurship

June 24 - 29, 2018

Germany  
Berlin & Dresden

Israel  
Tel-Aviv & Jerusalem

FINAL REPORT

#ACXchange

[www.riacevents.org/ACE/germany-israel](http://www.riacevents.org/ACE/germany-israel)



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# 1. THE AMERICAS COMPETITIVENESS EXCHANGE PROGRAM (ACE) #ACXchange

The **Americas Competitiveness Exchange on Innovation and Entrepreneurship** is one of the main initiatives of the Organization of American States (OAS) for the promotion of better innovation and entrepreneurship ecosystems in the

## AMERICAS COMPETITIVENESS EXCHANGE

Americas, fostering the creation of partnerships throughout the region and beyond. Created and supported by the U.S. Department of Commerce, the U.S. State Department and the OAS, the ACE program is included as part of the core initiatives of the Inter-American Competitiveness Network (RIAC) – <http://www.riacnet.org/>-, in which the OAS serves as Technical Secretariat.

The ACE is a coordinated best practices-focused program that brings together business and innovation leaders from the private, public and academic sectors, and key officials from countries throughout the hemisphere to network and learn about innovative approaches to economic development. These exchanges allow decision makers to experience at first-hand successful projects, observe and learn from cutting-edge economic development initiatives that are strengthening innovation and entrepreneurship ecosystems and to establish long-term regional and global partnerships. Specific activities of an ACE tour are selected to advance commerce and trade between participating economies, accelerate business opportunities, and promote collaboration between stakeholders.

The objective of the Exchange is to showcase successful examples of entrepreneurship, innovation, strategic investments and public-private partnerships from a specific region/country that contribute to the economic development at the local, national and regional levels. The event brings around 50 economic and political decision makers from across the Americas and beyond for a five-day tour of innovative hubs, leading firms and educational and research institutions, to explore local and regional economic development models, share experiences and knowledge, and build networks among the local and visiting stakeholders to enhance trade and competitiveness of the Americas.

## HOST REGIONS/COUNTRIES INCLUDE:



### ACE I:

Georgia, North Carolina, and South Carolina, USA

April 2014



### ACE II:

Mexico City, Aguascalientes, and Guadalajara, Mexico

August 2014



### ACE III:

Minnesota, Wisconsin, and Illinois, USA

April 2015



### ACE IV:

Province of Cordoba, Argentina

October 2015



### ACE V:

Arizona and California, USA

April 2016



### ACE VI:

Province of Ontario, Canada

September 2016



### ACE VII:

Central Texas, USA

April 2017



### ACE VIII:

North-Central Florida, USA

December 2017



### ACE IX – Special Edition:

Germany - Israel

June 2018



### ACE X:

Northern California, USA

Upcoming - October 2018

## 2. THE 9TH ACE PROGRAM – SPECIAL EDITION

### INTRODUCTION

The Ninth Edition of the ACE Program took place June 24-29 through the cities of Tel Aviv and Jerusalem in Israel and Berlin and Dresden in Germany. This special edition, taking place outside of the region for the first



time and under the theme “Building Bridges,” drew its attention to clusters in different fields such as research, software development, health products, education 4.0., manufacturing, water technology, high-tech innovations, which have been topics for discussion, exchange of knowledge and areas of collaboration and partnerships. The selected leaders who attended the programs were comprised by high-level authorities and officials including Ministers, Vice Ministers, CEO’s, Secretaries, Directors and Deputy Directors, among other decision makers from the public, private and academic sectors.

The week-long program offered opportunities for leaders to connect, generate alliances and opportunities, share best practices and facilitate collaboration and partnerships on competitiveness, innovation and entrepreneurship across regions. The agenda highlighted a variety of site visits, ranging from the Israeli Innovation Authority to the Weitzman Institute in Israel. For example, leaders experienced the power of the Israeli start-up in multiple sectors; exposure to cutting edge technologies by meeting start-ups in the fields of cyber security, smart cities, alternative energy, smart mobility, virtual reality and bio-med. In Germany, sites included the Federal Ministry of Economics and Energy, Fraunhofer society, among others where they were exposed to presentations and speeches from CEOs of local companies dedicated to the fields of energy, sustainability and mobility, etc. Overall, the agenda portrayed how the program examined the special features of the Israeli and German economies and innovative systems at large – with a view to expanding cooperation and continuing to build bridges to the American hemisphere.

## AGENDA



### Day 1 – Tel Aviv & Jerusalem

The program kicked off on Sunday, June 24<sup>th</sup> in Israel at **Airport City**, a business and high-tech park, located next to Tel Aviv international airport. The welcome and official opening of the ACE 9 program took place there, with Dr. Ami Appelbaum, chief scientist and chairman of the board of Israel Innovation Authority (IIA), Yael Ravia-

Zadok, head of the Economic Division, Ministry of Foreign Affairs, Modi Ephraim, head of the Latin American and Caribbean Division, Ministry of Foreign Affairs and Kim Osborne, executive secretary for Integral Development, OAS as speakers.

The official ceremony was followed by an introduction to the Israeli innovation ecosystem, with an overview of its mandate, divisions and its rational supporting innovation across the Israeli industry.

Later, participants were able to take a glimpse into "**Innovation Lab**", where a whirlwind introduction to 10 Israeli technology start-ups was given, each leader in its field. They experienced the power of the Israeli startup in multiple sectors exposure to cutting-edge technologies by meeting innovative startups in various sectors such as Robotics, Precision Agriculture, Smart cities, Smart mobility, VR, Bio-med, etc.

The program continued in **Jerusalem**, one of the oldest cities in the world, where participants learned about its rich and complex history, whilst exploring the contemporary heart of this extraordinary city. The day ended with a gala dinner, with the participation of top government and industry leaders, and with Mr. Benjamin Netanyahu, prime minister of the State of Israel, as keynote speaker and guest of honor.

### Day 2 – Tel Aviv & Jerusalem

The second day of the program, Monday, June 25<sup>th</sup> started in Raanana City, with a visit to the **Technology Accelerator Sanara Ventures** showing an overview of the current research focusing on medical devices and digital health technologies, meeting with entrepreneurs and start-ups. The program continued visiting **SCR Cow Intelligence Solution Company** in Netanya City, a firm that provides advanced cow monitoring systems designed to collect and analyze critical data points, from activity to rumination, for every individual cow.



Later, after having lunch at the historical and archaeological jewel on the shores of the Mediterranean Sea, the city of Caesarea, the program continued to **Hadera Desalination Plant - IDE Technologies**, an innovative plant providing clean, potable water for over 1 million people in Israel: find a flagship of the desalination industry.

Participants departed to Tel-Aviv where they visited **Labs Tel Aviv**, including a presentation by Yossi Vardi, known as the Israeli hi-tech godfather and tour of a facility that is redefining co-working: a sophisticated, unique approach to shared office for the Innovation community. The day ended the evening with a culinary and cultural experience of Tel-Aviv.

## Day 2 – Tel Aviv & Jerusalem

The last day of the Israeli part of the tour, Tuesday, June 26<sup>th</sup>, took place at Yavne City, visiting **Aeronautics Ltd.**, a firm that provides integrated turnkey solutions based on unmanned systems platforms, payloads and communications for civil applications and security. The program continued at Rishon Le Zion City with a tour through the **Volcani Agricultural Center of Excellence**, creator of countless innovations that have earned worldwide reputation. The Israel part of the exchange ended with a lunch and summary at Truman & Co restaurant at **Airport city**, before flying to Berlin.





### Day 3 – Berlin & Dresden

In the evening of the third day, Tuesday, June 26<sup>th</sup>, the group was transferred to Berlin, Germany, where they were received with a welcome reception at the Brandenburg Gate Museum at night. There were short welcome speeches by the OAS Executive Secretary for Integral Development Kim Osborne and Dr. Ole Janssen, Deputy Director General for Innovation and Technology Policy at the Federal Ministry for Economics and Energy, followed by a Berlin related movie presentation.

### Day 4 – Berlin & Dresden

The first morning in Berlin, Germany on day 4, Wednesday, June 27<sup>th</sup>, was opened in the **Federal Ministry of Economics and Energy** where the German State Secretary Claudia Dörr-Voß and Kim Osborne, Executive Secretary for Integral Development of the OAS gave the welcoming speeches. Participants obtained an overview an introduction into the German innovation system and its policies based on the strategy “From the idea to market success”.

The next stop was the **EUREF-Campus**, a hotspot of smart and green business development. Presentations at the campus included speeches from CEOs of local companies dedicated to the fields of energy, sustainability, mobility. Participants also visited an interactive exhibition regarding demographic challenges and opportunities.

The program continued at the **Factory Berlin Görlitzer Park**, where the conference “Crossborder Entrepreneurship” took place. An introduction was given by the Chief Strategy Officer Catherine Bischoff followed by a keynote from the German Minister for Economic Affairs, Peter Altmaier. The program continued with speeches from various start-up leaders, and with an introduction into new education systems with focus on early improvement of entrepreneurship qualities.

Later that day, the leaders visited the “**Reichstag**” (**parliament building**) and following to **Pan Am Lounge** for a Clustering-Evening with first-hand information about innovation policy and innovation support dedicated to internationally-oriented clusters as well as innovation networks located all over Germany.



## Day 5 – Berlin & Dresden

During the fifth day of the tour, in Dresden (Saxony), participants assisted to a conference at the Institute for **Wood Technology (IHD)**, where they were welcomed by the head of the Institute, Prof. Steffen Tobisch, and the State Minister for Economics, Work and Traffic Affairs of Saxony, Martin Dulig. This event included keynote speakers and elevator pitches from Start-ups, SMEs, R&D institutes, global player companies and networking organizations.

The group later departed to the **Transparent Factory of Volkswagen**, where they were able to get a close-up view of how the e-Golf cars are manufactured and showed the e-Exhibition, that introduces customers and other visitors to new ideas for the future of driving. The Factory will soon serve as an incubator for young start-ups, providing an opportunity for them to work on innovative mobility solutions on a collaborative base together with local developers and customers.

The next activity was a visit to the **Fraunhofer Campus Dresden**, where participants were welcomed by speeches from Prof. Dr. Hubert Lakner (Director of the Fraunhofer Institute for Photonic Microsystems) and Prof. Frank Treppe (Director of the International and Research Programs of the Fraunhofer-Society) and a guided tour over the campus where high level applied R&D projects in the field of material and beam technologies, ceramic technologies, photonic microsystems and more were presented. The visit concluded with a coffee break with multiple networking opportunities.

The group headed over to the Historic Center of Dresden, where they made a short city walk alongside the historic sightseeing landmarks, and took a boat trip on the river “Elbe” with the chance to get in contact with most of the active speakers of the program throughout the day.

## Day 6 – Berlin & Dresden

The last day of the tour started with a guided tour at **Berlin Electron Storage Ring Society for Synchrotron Radiation (BESSY II)**, a third-generation synchrotron radiation source and an example for quality infrastructure and market-oriented technology projects based on the cooperation between SMEs and scientific research institutions.

Later in the morning, participants obtained a guided tour at the **German Aerospace Center (DLR)**. The DLR institute at Berlin-Adlershof was founded in 1992 and is involved in all major European missions of planetary research venturing out into our Solar System like the NASA/ESA/ASI mission to Saturn and Titan, Cassini-Huygens. The local institutes and facilities are focused e.g. on Planetary Research, Optical Information Systems, Applied Remote Sensing and Propulsion Technology.

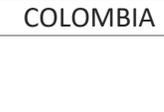
The day continued with a boat trip on the river “Spree”, where explanations of the Berlin landmarks and their historical background were provided. The group then visited the **Berlin Education Center (ABB)**, where they learned about the German “dual-education system” and specifically about projects like “girlsatec”, which is dedicated to young women working in positions with a strong technical background, as well as “Be smart”, a system about learning for the education 4.0.

Participants were taken to a guided tour at the **Research Institute for Brewing and Malting Technology** in Berlin, where they received a tour alongside the brewery process lanes.

As a closing event, participants were invited to the closing Evening Event “Building Bridges” which included a keynote by the OAS Executive Secretary for Integral Development, Kim Osborne, and the hand-off to Germany officials.

### 3. PARTICIPANTS

[LINK TO BIOS AND SOCIAL MEDIA](#)


COUNTRY	PARTICIPANTS
ARGENTINA 	<p><b>JORGE AGUADO</b> Secretary of Planning and Policies Ministry of Science, Technology and Productive Innovation</p> <p><b>FACUNDO LÓPEZ RAGGI</b> Minister of Production and Industries Government Neuquén Province</p> <p><b>MARÍA VIRGINIA AVILA</b> Deputy Secretary Secretary of State of Foreign Affairs Government of Tucuman</p>
BELIZE 	<p><b>DUANE BELISLE</b> Chief Executive Officer Ministry of Investment, Trade and Commerce</p> <p><b>LEJIA M. GIDEON</b> General Manager of Enterprise and Innovation Belize Trade and Investment Development Service (BELTRAIDE)</p>
BOLIVIA 	<p><b>LUIS GUILLERMO POU MUNT SERRANO</b> President of the Economic and Tax Affairs Commission of the Confederation of Private Businessmen of Bolivia (CEPB) Majority shareholder and General Manager of the Business Group Pou Munt</p>
BRAZIL 	<p><b>CARLOS E. PEREIRA</b> Director of Operations Brazilian Agency for Industrial Research and Innovation (EMPRAPII)</p> <p><b>JACKELINE CONCA</b> Deputy Director of Innovation Ministry of Industry, Foreign Trade and Services</p> <p><b>ANDRE GODOY</b> Director of Administration Financier of Studies and Projects (FINEP)</p> <p><b>NEWTON HAMATSU</b> Advisor to FINEP's President Financier of Studies and Projects (FINEP)</p>
CANADA 	<p><b>MICHAEL CURRY</b> Executive Director National Research Council of Canada (NRC) Ontario region</p> <p><b>PATRICK HYNDMAN</b> Director of Canadian and International Partnerships Quebec Ministry of Economy, Science and Innovation</p> <p><b>ERIN LYNCH</b> Senior Director Innovation, Science and Economic Development (ISED)</p>
COLOMBIA 	<p><b>JUAN CARLOS GARAVITO</b></p>

	<p>General Manager iNNpalsa Colombia</p> <p><b>LEONOR HIDALGO</b> Current R&amp;D Manager Ruta N Medellin – Leading Institution in Science, Technology and Innovation</p> <p><b>MARCELA RUEDA</b> Deputy Director Connect Bogota Region</p>
<p>COSTA RICA</p> 	<p><b>VANESSA GIBSON</b> Head of Investment Climate Costa Rica Investment Promotion Agency (CINDE)</p>
<p>ECUADOR</p> 	<p><b>MARÍA WALEVSKA VILLAVICENCIO</b> CEO Road Quality Firm - A regional consulting for business improvement</p>
<p>EL SALVADOR</p> 	<p><b>ANDREA PÉREZ CASTRO</b> General Manager Chamber of Commerce and Industry</p>
<p>GUATEMALA</p> 	<p><b>FERNANDO LÓPEZ FERNÁNDEZ</b> President, Grupo Polytec Former President of the Latin American Industrial Association (LAIA)</p> <p><b>JUAN CARLOS PAIZ</b> President, Foundation for the Development of Guatemala (FUNDESA) Director, National Competitiveness Program (PRONACOM) CEO, Panifresh Company</p> <p><b>LUCÍA BARREDA</b> General Director Promotion Institution for Tourism Development (PRODETUR) &amp; Two Centers for the Promotion of Micro, Small and Medium-Sized Enterprises (PROMIPYME PRODETUR)</p>
<p>HAITI</p> 	<p><b>CLIFFORD RÉGINALD NAU</b> Economic Advisor Office of the President</p> <p><b>FABIOLA ANTOINE</b> Executive on Innovation and Entrepreneurship Ministry of Economy and Finance (MEF)</p>
<p>MEXICO</p> 	<p><b>ITZEL VILLA</b> General Director of Entrepreneurship Programs and Financing Mexico's National Entrepreneurship Institute (INADEM) Ministry of Economy</p> <p><b>JOSÉ ALONSO HUERTA CRUZ</b></p>

	<p>Director General Council of Science, Technology and Innovation of State of Hidalgo</p>
<p>PANAMA</p> 	<p><b>MIGUEL ÁNGEL ESBRI</b> Executive Secretary of Competitiveness and Investment Ministry of the Presidency</p>
	<p><b>RODRIGO GÓNZALEZ PANIZA</b> Vice President of Innovation, Transformation and Experience Banesco</p>
	<p><b>CLARA CHACÓN</b> Executive Manager of Innovation Culture Banesco</p>
	<p><b>JAVIER A. ARIAS-REAL</b> Director Panama National Metrology Institute (CENAMEP AIP)</p>
<p>PARAGUAY</p> 	<p><b>OSCAR STARK</b> Vice Minister of Commerce Ministry of Industry and Commerce</p>
<p>PERU</p> 	<p><b>JHOSEP GUZMÁN DEL RÍO</b> General Director, Technological Innovation Institute (INTEC) Co- founder and CEO, WAPOSAT S.A.C.</p>
<p>SURINAME</p> 	<p><b>SUSAN BANROPANSHINGH</b> Program Manager Suriname Business Climate and Innovation Program</p>
<p>THE BAHAMAS</p> 	<p><b>JEFFREY LLOYD</b> Minister Ministry of Education</p>
	<p><b>SHARON LOUISE POITIER</b> Deputy Director of Education Ministry of Education, Science and Technology</p>
<p>TRINIDAD AND TOBAGO</p> 	<p><b>DESMOND DOUGALL</b> Managing Director GISCAD Limited</p>
	<p><b>GRAHAM KING</b> Lecturer / Global Director University of the West Indies (UWI) / Global Leadership Interlink</p>
<p>UNITED STATES</p> 	<p><b>GLENDA HUMISTON</b> Vice President, Agriculture and Natural Resources University of California</p>
	<p><b>TIMOTHY E. KELLEY</b> President / Chief Executive Officer</p>

	<p>Imperial Valley Economic Development Corporation</p> <p><b>JOHN STERNLICHT</b> Chief Executive Officer Economic Development Alliance of Skagit County</p> <p><b>JUDITH A. SHEFT</b> Associate Vice President Technology and Enterprise Development New Jersey Institute of Technology (NJIT)</p> <p><b>FRANK LOGAN</b> Chief Executive Officer Opa-locka Community Development Corporation</p> <p><b>MIKE AMMAN</b> President / CEO San Joaquin Partnership</p> <p><b>DENISSE M. RODRÍGUEZ</b> Director and Executive Advisor to the CEO at the Puerto Rico Science, Technology &amp; Research Trust</p>
<p>GERMANY</p> 	<p><b>Adelheid Adam</b> Deputy Head of International Business Development Fraunhofer</p>
<p>INTER-AMERICAN DEVELOPMENT BANK</p> 	<p><b>Camilo Fernandez de Soto</b> Coordinator of the Americas Business Dialogue (ABD) Inter-American Development Bank (IDB)</p> <p><b>Sylvia Dohnert</b> Executive Director / Private Sector Lead Specialist Compete Caribbean Partnership Facility Interamerican Development Bank (IDB)</p>
<p>WALMART</p> 	<p><b>Christian Gómez, Jr.</b> Senior Manager for Latin American Government Affairs Walmart</p>
<p>EUROPEAN COMMISSION</p> 	<p><b>Ulla Engelmann</b> Head of Unit European Commission (EC)</p>

## 4. ORGANIZERS

### GERMANY

- **Stephan Schnorr**, Director General, Digital and Innovation Policy, Ministry for Economic Affairs and Energy
- **Ole Johann Janssen**, Deputy Director General, Innovation and Technology Policy, Ministry for Economic Affairs and Energy
- **Carmen Heidecke**, Head of Division (central innovation program), Ministry for Economic Affairs and Energy
- **Claudia Flügel**, Policy Advisor, Ministry for Economic Affairs and Energy
- **Nikolai Ziegler**, Policy Advisor, Ministry for Economic Affairs and Energy
- **Margit Raupach**, Project team leader, EuroNorm
- **Sebastian-Tim Schmitz-Hertzberf**, Deputy Project team leader, EuroNorm
- **Marcus Netzel**, Project team member, Director / Head of Division of EuroNorm
- **Tina Gust**, Project team member, Trainee at EuroNorm
- **Sarah-Michelle Nienhaus**, Project team member, EuroNorm

### ISRAEL

- **Andy David**, Director of Innovation and Entrepreneurship, Ministry of Foreign Affairs
- **Yoed Magen**, Director for Central America, Mexico and the Caribbean, Ministry of Foreign Affairs
- **Israel Shamay**, Executive Director, Americas Operations, Israel Innovation Authority
- **Yael Ravia-Zadok**, Ambassador, Head of Economic Division, Ministry of Foreign Affairs
- **Modi Epharaim**, Deputy Director General, Latin America & Caribbean Division, Ministry of Foreign Affairs
- **Bodaz Modai**, Ambassador, Latin America Division, Ministry of Foreign Affairs
- **Alan Hoffman**, Director, Latin America Desk, Israel Innovation Authority
- **Les Abelson**, Program Manager, North America, Israel Innovation Authority
- **Einat Weiss**, Counselor for Political Affairs, Embassy of Israel in the US
- **Lena Chepel**, Research Assistant – Political Affairs, Embassy of Israel in the US

### OAS

- **Kim Osborne**, Executive Secretary for Integral Development, Organization of American States
- **Maryse Robert**, Director, Department of Economic Development, Organization of American States
- **César Parga**, Chief, Section of Competitiveness, Innovation and Technology, Organization of American States
- **Adriana Bonilla**, ACE Program Coordinator, Organization of American States

## 5. RESULTS

**169** applications from **34** countries

The Open Call for Applications was launched on March 26<sup>th</sup>, and 169 applications were received from 34 countries along with 4 international organizations/companies interested in participating.

**49** participants from **20** countries

The ACE 9 had a geographic diversity with 49 leaders on innovation and entrepreneurship representing 20 countries from the Americas and beyond (19 from OAS Member States and 1 from outside the region). Also, 3 International Organizations were part of the program.

**+40** projects and good practices were featured in more than **28** sites

More than 40 projects and good practices of advanced research and technology centers, companies, incubators and accelerators, public-private partnerships and strategic investment were shared to participants through more than 28 sites.



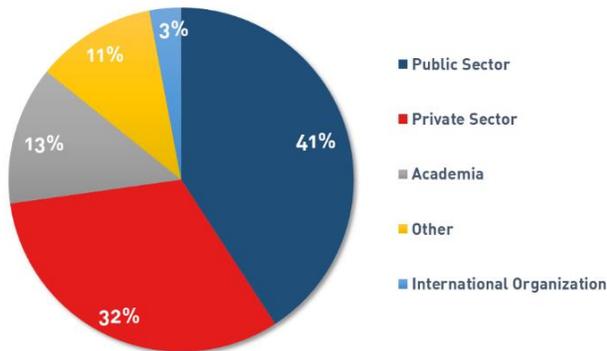
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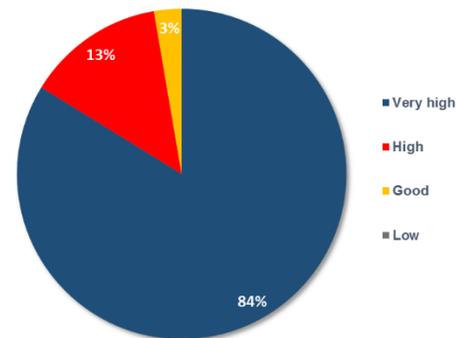
45%

22 women leaders participated in the program

Participants by sector



Overall level of satisfaction of participants



Note: Other includes NGOs, public-private partnerships, research organizations, etc.

## 6. TESTIMONIALS

*“Dear Ace Friends, congratulations for this amazing program, my expectations were exceeded 100%, we could not have better hosts, thanks to the OAS team and especially my fellow partners. It is amazing to find many people in the world who share the same passion and also believe that entrepreneurs can change the world.”*

**Itzel Villa**

General Director of Entrepreneurship Programs and Financing  
Mexico's National Entrepreneurship Institute (INADEM) Ministry of Economy



*“Great Job! I didn't want to leave. I got a tremendous amount from the Exchange it widened my view. I hope to have the opportunity to attend again and to return to engage Organizations and SMEs in Germany.”*

**Michael Curry**

Executive Director

National Research Council of Canada (NRC) Ontario region Canada

*“The part of the mission in Israel was extremely rich. We could see how innovation and entrepreneurship are in the DNA of the country and how public policies are well designed and implemented. In a short time, we have gained a global vision of the ecosystem, but also of the country's culture and history. I thank the organizers immensely for their excellent mission and I congratulate them for having certainly exceeded the expectations of all delegates.”*

**Jackline Conca**

Deputy Director of Innovation

Ministry of Industry, Foreign Trade and Services Brazil



*“The attention to detail in the Trip Book for the German portion of the event was amazing. The detailed information on every participant, company/organization visited, and presenter is proving very useful in making effective decisions and follow up communication.”*

**Desmond Dougall**

Managing Director

GISCAD Limited Trinidad and Tobago

*“ACE is awesome. Very inspiring. And all I can tell the organizers is to keep doing this great job. Thank you for this amazing program. “*

**Fabiola Antoine**

Executive on Innovation and Entrepreneurship

Ministry of Economy and Finance (MEF) Haiti



*“Everything was great. Loved the visit to the Transparent Factory of Volkswagen especially. Loved the day trip to Dresden. Good combination of educational, networking, culture, and fun! A great group and extremely well organized. Bravo ACE9 organizers!! Thank you!”*

**Christian Gómez, Jr**

Senior Manager for Latin American Global Government Affairs  
Walmart



*“Many Thanks to our hosts and organizers. They did a great job organizing, implementing and choosing a great group of delegates. Hope to see you in California.”*

**Timothy E. Kelley**

President / Chief Executive Officer  
Imperial Valley Economic Development Corporation United States

*“I consider the ACE an excellent opportunity to know not only about the hosts countries but also about the representative delegates which are attending the ACE. network in bus, or lunch time between all of us is great.”*

**Maria Virginia Ávila**

Deputy Secretary Secretary of State of Foreign Affairs  
Government of Tucuman



*“Thank you for the wonderful invitation. Exceptional hospitality by the Israeli Government!”*

**Marcela Rueda**

Deputy Director Connect Bogota Region

*“Excellent agenda with superb content, which kept the trip interesting and insightful. Amazing hospitality at ALL times.”*

**Andrea Pérez Castro**

General Manager  
Chamber of Commerce and Industry of El Salvador



## 7. INFORMATIVE & FOLLOW-UP

### Tripbook



Previous to the program, organizers released a “Tripbook”, an important tool for participants to read before, during and after the tour. This rich document gathers information on the cities and sites visited and their points of contact, proposed agenda, and biographies and social media of all the participants and organizers.

This key instrument is useful for decision makers to learn about how the tour is organized, get a glimpse of all the companies and institutions included in the exchange and identify the main sectors of their interest to make further connections and possible collaborations.



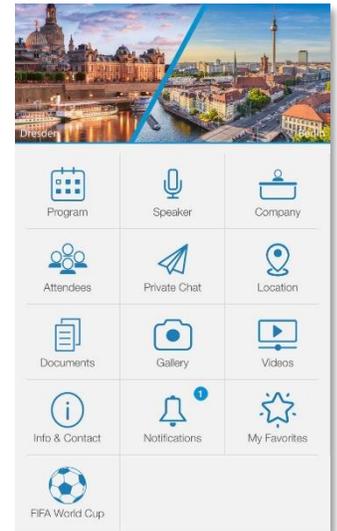
### MiTalent App

Germany presented **miTalent** App, a multi-purpose app to be used during the program.

After downloading the app on their phones, participants were able to see the agenda of the entire week-program, obtained bios and information about the speakers and the companies and sites. Presentations featured in Israel and in Germany are included along with pictures and videos of the program. It is a valuable and innovative tool that allows that participants and presenters stayed in touch after the activity.

During the program, important information was shared through the App, such as the weather forecast for the day, location of the venues and any other relevant details of the tour, including updates from the World Cup 2018 fixture, results and live games!

Here some of the statistics:



<b>80</b> Downloads	<b>1932</b> views Dashboard	<b>1253</b> views Profile of participants	<b>1126</b> views Agenda	<b>584</b> views Documents
<b>98</b> Total Participants	<b>620</b> announcements/messages	<b>582</b> views Speakers	<b>226</b> views Maps	<b>116</b> Adds to favourites



### WhatsApp group

As part of the efforts to improve networking, stay connected to the program and RIAC activities, establish further collaboration opportunities, share information on initiatives and best practices, and being up to date on what each participant is doing to enhance innovation and entrepreneurship in their countries, a WhatsApp group is created for participants and organizers previous the beginning of the program.

## 8. MEDIA COVERAGE

### PRESS ARTICLES

Media: Opportunity Diary

Title: 9th Americas Competitiveness Exchange on Innovation and Entrepreneurship

Date: March 27, 2018

<https://www.opportunitydiary.com/9th-americas-competitiveness-exchange-on-innovation-and-entrepreneurship/>

Media: Tribuna Israelita

Title: 9° Intercambio para la Competitividad de las Américas en Innovación y Emprendimiento en Israel y Alemania

Date: N/A

<http://tribuna.org.mx/noticias/1254-9-intercambio-para-la-competitividad-de-las-americas-en-innovacion-y-emprendimiento-en-israel-y-alemania.html>

Media: Israel Ministry of Foreign Affairs

Title: “OAS - ACE is coming to Israel”

Date: June 21, 2018

<http://mfa.gov.il/mfa/innovativeisrael/doingbusiness/pages/oas---ace--is-coming-to-israel-21-june-2018.aspx>

Media: Prime Minister’s Office

Title: “PM Netanyahu Addresses OAS Americas Competitiveness Exchange on Innovation & Entrepreneurship, at the Foreign Ministry in Jerusalem”

Date: June 24, 2018

[http://www.pmo.gov.il/English/MediaCenter/Events/Pages/event\\_bis\\_conf240618.aspx](http://www.pmo.gov.il/English/MediaCenter/Events/Pages/event_bis_conf240618.aspx)

Media: AJN – Agencia de Noticias

Title: June 24, 2018

Date: El Foro de Competitividad de las Américas sobre Innovación y Emprendimiento se realizará en Israel

<https://agenciaajn.com/noticia/el-foro-de-competitividad-de-las-americas-sobre-innovacion-y-emprendimiento-se-realizara-en-israel-99597>

Media: Federal Ministry for Economic Affairs and Energy

Title: “Altmaier welcomes representatives of more than 20 countries to a transatlantic innovation forum”

Date: June 27, 2018

<https://www.bmwi.de/Redaktion/EN/Pressemitteilungen/2018/20180627-altmaier-begruesst-vertreter-von-staaten-zu-transatlantischem-innovationsforum.html>

Media: Clusterplattform Deutschland

Title: BMWi: Altmaier begrüßt Vertreter von über 20 Staaten zu transatlantischem Innovationsforum"

Date: June 27, 2018

[https://www.clusterplattform.de/CLUSTER/Redaktion/DE/Kurzmeldungen/Aktuelles/2018/2\\_Quartal/20180627\\_bmw\\_i\\_altmaier\\_begruesst\\_vertreter\\_von\\_ueber\\_20\\_staaten\\_zu\\_transatlantischem\\_innovationsforum.html](https://www.clusterplattform.de/CLUSTER/Redaktion/DE/Kurzmeldungen/Aktuelles/2018/2_Quartal/20180627_bmw_i_altmaier_begruesst_vertreter_von_ueber_20_staaten_zu_transatlantischem_innovationsforum.html)

Media: Mitterlstand 4.0

Title: ROADSHOW: AMERICAS COMPETITIVENESS EXCHANGE ON INNOVATION AND ENTREPRENEURSHIP – ACE (BERLIN)

Date: June 29, 2018

<https://www.mitunsdigital.de/veranstaltungen/roadshow-americas-competitiveness-exchange-on-innovation-and-entrepreneurship-ace-berlin/>

Media: Der DLR-Standort Berlin

Title: Amerikanische Delegation besucht das DLR

Date: June 29, 2018

[https://www.dlr.de/dlr/desktopdefault.aspx/tabid-10252/356\\_read-28694/#/gallery/31252](https://www.dlr.de/dlr/desktopdefault.aspx/tabid-10252/356_read-28694/#/gallery/31252)

Media: U.S. Mission to the Organization of American States

Title: Americas Competitiveness Exchange Takes Hemispheric Innovators to Germany and Israel

Date: July 2, 2018

<https://usoas.usmission.gov/americas-competitiveness-exchange-takes-hemispheric-innovators-to-germany-and-israel/>

## SOCIAL MEDIA POSTINGS



**Alan Uriel Hofman** @auhofman Jun 24

We welcome the 9th Americas Competitiveness Exchange conference and the Organización de los Estados Americanos to Israel. We are looking forward to develop new and fruitful cooperation through [#Innovation](#) and [#Technology](#) Israel Innovation Authority <https://lnkd.in/eGjS4Mf>



**Juan Carlos Garavito** @garavito\_jc

Excelente día de formación en [#innovación](#) y [#emprendimiento](#) en [#Israel](#) Grandes apuestas en estos temas, con excelentes resultados

@netanyahu. 👍🇨🇴🇮🇱 Gracias @riacnetorg @OAS\_oficial por la invitación. @InnpulsaCol @MincomercioCo presente.



**Juan Carlos Garavito** @garavito\_jc

Estamos convencidos que la [#innovación](#) y el [#emprendimiento](#) son el camino para tener una economía mas sofisticada y moderna. Gran ejemplo [#Israel](#)🇮🇱@InnpulsaCol @MincomercioCo trabajando para seguir conectado y desarrollando el aparato productivo colombiano 🇨🇴 [#ACXchange](#)



**Connect Bogotá** @ConnectBogota Jun 24

En Jerusalén durante [#ACXchange](#) con Primer Ministro Netanyahu. Muy inspiradora su visión de Israel como "Innovation Nation"



**Compete Caribbean** @competecarib Jun 24

@netanyahu : Israel punches 10 times its weight in the global cyber security industry. Thanks to Big Data, AI and connectivity. [#ACXchange](#)



**Connect Bogotá** @ConnectBogota Jun 24

En Jerusalén, @Ruta\_N firma acuerdo de cooperación con la Autoridad de Innovación Israelí. [#ACXchange](#)



**Connect Bogotá** @ConnectBogota Jun 24

Comienza la misión American Competitiveness Exchange on Innovation and Entrepreneurship [#ACXchange](#) en Israel y Alemania con 50 delegados del continente americano. Gran oportunidad de colaboración para Colombia @InnpulsaCol



**Israel** [ישראל](#) Verified account @Israel Jun 25

Welcoming @OAS\_oficial's Competitiveness Exchange on [#Innovation](#) & [#Entrepreneurship](#) to Israel - This is the FIRST time that [#OAS](#)'s ACE @riacnetorg program is held outside the Western Hemisphere.



**Israel Foreign Min.** Verified account @IsraelMFA Jun 24

This week, Israel is hosting [#OAS](#)' Americas Competitiveness Exchange on [#Innovation](#) & [#Entrepreneurship](#) (ACE), with over 50 senior officials from innovation agencies, development banks & govt ministries from 17 countries in [#LatinAmerica](#), the [#Caribbean](#) & [#NorthAmerica](#).



**Juan Carlos Garavito** @garavito\_jc 21h21 hours ago

"Un país es tan grande como los sueños de sus jóvenes" [#Yossivardj](#) uno de primeros grandes emprendedores de high-tech de Israel. 🇮🇱

Colombia trabajando a través de @InnpulsaCol @MincomercioCo en tener un mejor ecosistema para los emprendedores del país. 🇨🇴

[#ACXchange](#)



**Denisse M. Rodriguez** @denissemaria

"The increased pace of innovation will help us overcome poverty, improve health" - Peter Altmeier, Minister Federal Ministry for Economic Affairs and Energy @OAS\_official's Americas Competitiveness Exchange on #Innovation and #Entrepreneurship @riacnetorg



**Andrea Perez Castro** @AAPerezCastro Jun 24

PM B. Netanyahu on Israeli Innovation: Agriculture, Cyber Security, Smart Mobility & Healthcare #ACE9 #ACXchange #Buildingbridges



**OAS Competitiveness** @riacnetorg Jun 23

Welcome to Tel Aviv 9th Americas Competitiveness Exchange participants! We are looking forward to seeing you tomorrow for the Official Opening of the program! We'll begin a week full of learning, new partnerships and opportunities to enhance knowledge & skills! #ACXchange



**Connect Bogotá** @ConnectBogota 23h23 hours ago

Con "Yossi" uno de los primeros emprendedores high tech de Israel, fundador de 85 empresas en software, mobile, energía. Describe la receta secreta de Israel: colaboración, contratos sociales, entrenamiento militar, sociedad igualitaria. #ACXchange [pic.twitter.com/KTyOJ2ZgRd](https://pic.twitter.com/KTyOJ2ZgRd)



**Andrea Perez Castro** @AAPerezCastro Jun 24

Iniciando el #ACE9 con una visita a la Israeli Innovation Authority conociendo las bases de este ecosistema tan innovador #ACXchange #competitividad... [https://www.instagram.com/p/Bkb-gDhBcBrLm1mJoRqAINBFqwxAKbhHyj\\_lMo0/?utm\\_source=ig\\_twitter\\_share&igshid=v60zdhcvm8z5 ...](https://www.instagram.com/p/Bkb-gDhBcBrLm1mJoRqAINBFqwxAKbhHyj_lMo0/?utm_source=ig_twitter_share&igshid=v60zdhcvm8z5...)



**Connect Bogotá** @ConnectBogota Jun 24

Los 3 factores para ser un país innovador según el Primer Ministro Israeli son: inteligencia artificial, big data y conectividad. #ACXchange [pic.twitter.com/POlotTX6Kf](https://pic.twitter.com/POlotTX6Kf)



**Compete Caribbean** @competecarib Jun 24

The future belongs to those who Innovate. If you're not innovating, you're falling behind. Big data, AI and connectivity. @netanyahu #ACXchange [pic.twitter.com/i0yJx6YEIN](https://pic.twitter.com/i0yJx6YEIN)



**OAS Competitiveness** @riacnetorg Jun 24

#UpdatesfromTelAviv #ACXchange Take a look to the beautiful city of Tel Aviv, Israel! This video footage was taken yesterday as participants arrived to the city and started their registration process into the week program. More information to come! @OAS\_official



**Israel en Español** Verified account @IsraelinSpanish Jun 24

Israel en Español Retweeted Emmanuel Nahshon

"El Min. de Rel. Exteriores de #Israel se enorgullece en acoger, con la presencia del PM de #Israel, Benjamin Netanyahu, el evento especial de la @OEA\_oficial sobre "Americas Competitiveness Exchange" (ACE). Un tributo a las capacidades de innovación y emprendimiento de Israel"



**Emmanuel Nahshon** Verified account @EmmanuelNahshon

FollowFollow @EmmanuelNahshon

.@IsraelMFA is proud to host this evening, in the presence of @IsraeliPM @netanyahu, the special Organization of American States @OAS\_official event on Americas Competitiveness Exchange (ACE). This is a tribute to Israel's innovation and entrepreneurship capacities



**Connect Bogotá** @ConnectBogota Jun 27

"You are not to be blamed if you have failed, you are to be blamed if you haven't tried." Minister of Economics of Germany [#ACXChange](#)



**OAS Competitiveness** @riacnetorg Jun 26

[#UpdatesfromTelAviv](#) @OAS\_official On June 25 [#ACXchange](#) participants visited Airport City; a business and high-tech park, learned about Israel's Innovation Authority, toured Jerusalem and ended the day with a Welcome Speech from @netanyahu Prime Minister of the State of Israel



**Ulla Engelmann** @ulla234 Jun 27

Interesting discussions in #Berlin @BMW\_i\_Bund with [#ACXChange](#) participants on fostering innovation via idea to market programmes, role of [#networks](#) & [#clusters](#). Clusters being an effective mean for [#internationalisation](#) of [#SMEs](#) @Clusters\_EU @Cguichard7 @sobczak\_anna



**Leonor Hidalgo** @LeonorHidalgoC Jun 27

@riacnetorg [#ACXchange](#) Excelente programa en contenido e inclusión. Participación equitativa de [#Mujeres lideres en I+D+i](#) @ONUMujeresCol @ONUMujeres @Ruta\_N @sherylsandberg @LeanInOrg



**Ulla Engelmann** @ulla234 Jun 27

Very inspiring keynote by @peteraltmaier @BMW\_i\_Bund to [#ACXchange](#) about importance of international cooperation and sharing [#knowledge](#) means enhancing knowledge. @riacnetorg



**Ag&Natural Resources** Verified account @ucanr Jun 27

Ag&Natural Resources Retweeted OAS Competitiveness

To get ideas to stimulate [#innovation](#), @ruralglenda and other [#ACXchange](#) participants are visiting tech accelerators & start-up labs in Germany & Israel. @ucanr will host the @riacnetorg tour of N. CA in October.



**OAS Competitiveness** @riacnetorg Jun 28

[#UpdatesfromTelAviv](#) - During Day 2 of the [#ACXchange](#) program, participants visited the Technology Accelerator Sanara Ventures; the SCR Cow Intelligence Solution Company, the Hadera Desalination Plant and finalized the day visiting Labs Tel Aviv. @OAS\_official @Israel

# PHOTOS AND VIDEOS



Day 1 Israel Tel Aviv & Jerusalem

First Day - ACE Program - Tel Aviv & Jerusalem



Day 2 Israel Tel Aviv, Raanana, Netanya, Caesarea & Hadera

Second Day - ACE Program - Tel Aviv



Day 3 Germany Berlin & Dresden

Third Day - ACE Program - Tel Aviv & Berlin



Day 4 Germany Berlin & Dresden

Fourth Day - ACE Program - Berlin



Day 5 Germany Berlin & Dresden

Fifth Day - ACE Program - Berlin & Dresden



Day 6 Germany Berlin & Dresden

Six Day - ACE Program - Berlin

# 9. PRESENTATIONS

## ISRAEL



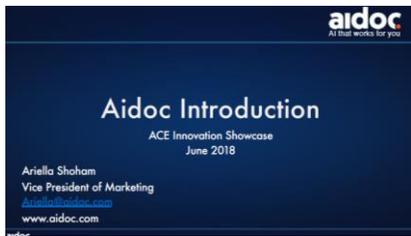
Israel Water Association Presentation



NICE Presentation



Agrowing Presentation



Aidoc Presentation



CT Presentation



Israel Innovation Authority



Israel Innovation Authority – Fostering Open Innovation



Israel Innovation Authority – Americas Operations Presentation



Israel Innovation Authority – Societal Challenges Division Presentation



RealView Imaging – Holographic Augmented Reality Presentation



TransBioDiesel Presentation



Infinidat by Jacob Broido

# GERMANY



BMW Presentation



DLR - FireWatch Presentation



DLR – School Lab Presentation



EUREF Campus Presentation



Factory Berlin Presentation



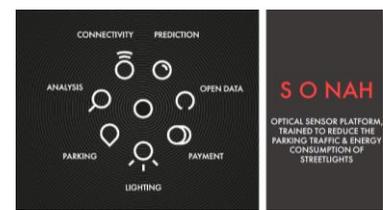
IHD Dresden Presentation



Volkswagen - Charge X  
Presentation



Volkswagen - Incubator Presentation



Volkswagen - S O NAH  
Presentation

## 10. POINTS OF CONTACT

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**HASHTAG:** #ACXchange