

PRESENTAZIONE DI EYTAN SCHWARTZ

AL FORUM:

“LIGURIA 2022”

Genova, Palazzo Ducale
23 maggio 2017

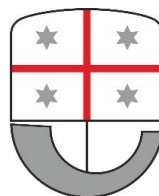
Working paper, maggio 2017.

Per gentile concessione dell’Autore.

Per il quarto anno consecutivo, The European House - Ambrosetti è stata nominata - nella categoria "Best Private Think Tanks" - 1° Think Tank in Italia, tra i primi 10 in Europa e nei primi 100 indipendenti su 6.846 a livello globale nell'edizione 2016 del Global Go To Think Tank Index Report dell'Università della Pennsylvania.

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REGIONE LIGURIA

TEL AVIV

A SMART STARTUP CITY

Eytan Schwartz, CEO of Tel Aviv Global
Genova – May 23, 2017



TEL AVIV NONSTOP CITY



LET'S LEAP INTO TEL AVIV'S INNOVATION SCENE



TEL AVIV NONSTOP CITY



LET'S LEAP INTO TEL AVIV'S INNOVATION SCENE



INTRO: ABOUT TEL AVIV

TEL AVIV NONSTOP CITY



LET'S LEAP INTO TEL AVIV'S INNOVATION SCENE



INTRO: ABOUT TEL AVIV

1. WHY ISRAEL IS SO INNOVATIVE

TEL AVIV NONSTOP CITY



LET'S LEAP INTO TEL AVIV'S INNOVATION SCENE



INTRO: ABOUT TEL AVIV

1. WHY ISRAEL IS SO INNOVATIVE

2. WHY INNOVATIVE ISRAELIS LIVE IN TEL AVIV

TEL AVIV NONSTOP CITY



LET'S LEAP INTO TEL AVIV'S INNOVATION SCENE



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1. WHY ISRAEL IS SO INNOVATIVE

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3. WHAT WE DO TO SUPPORT & PROMOTE INNOVATION

TEL AVIV NONSTOP CITY



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FINAL THOUGHTS: LESSONS WE CAN SHARE

TEL AVIV NONSTOP CITY



LET'S LEAP INTO TEL AVIV'S INNOVATION SCENE



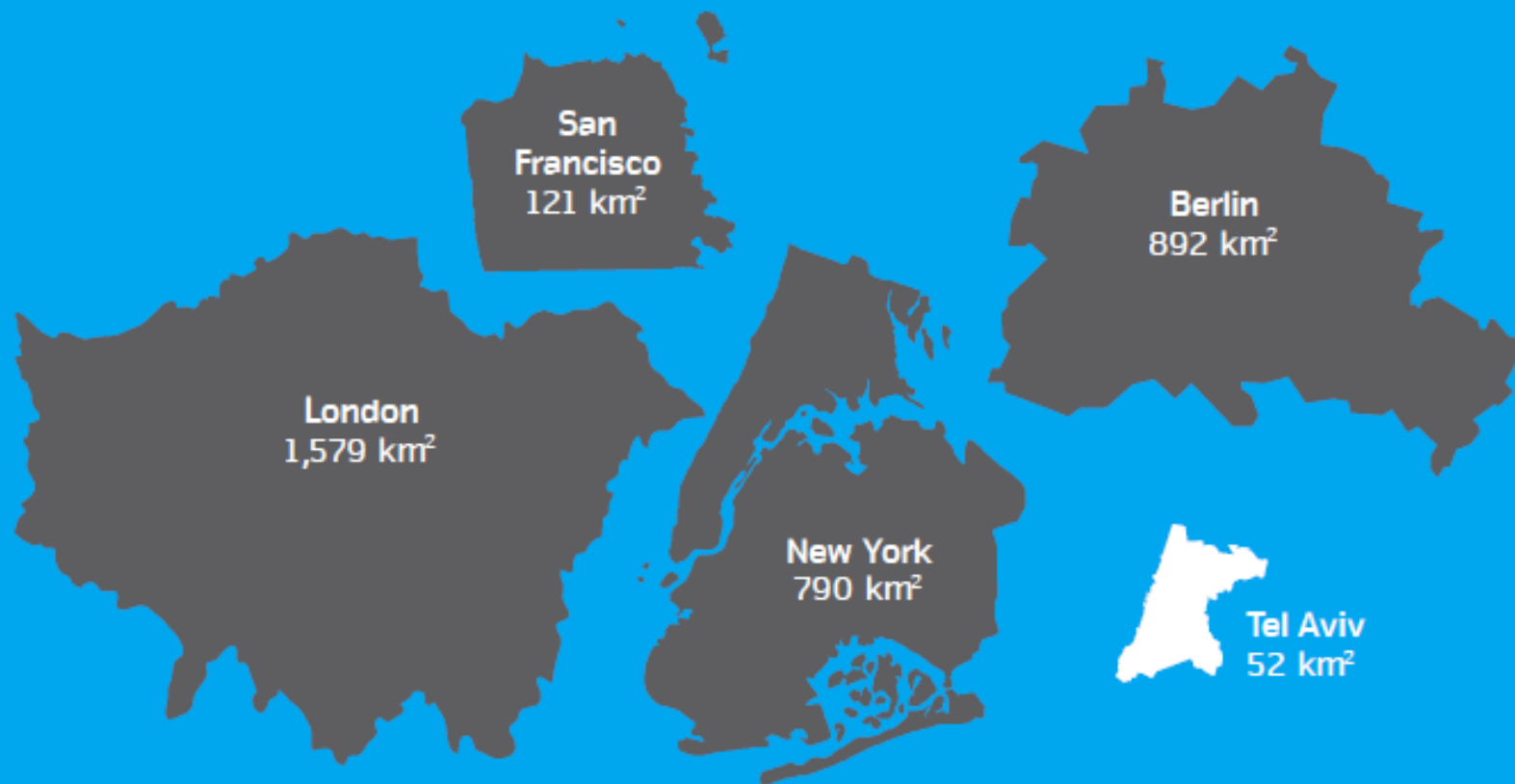
INTRO: ABOUT TEL AVIV

TEL AVIV NONSTOP CITY



THE SIZE OF THE CITY

COMPARED TO OTHER CITIES



TEL AVIV'S INNOVATION SCENE

1,500

STARTUPS

TEL AVIV NONSTOP CITY



#1 STARTUP ECOSYSTEM OUTSIDE THE US

**“If you threw a stone in Tel Aviv,
it would probably hit a high-tech entrepreneur.”**

Mike Butcher, Editor, TechCrunch Europe

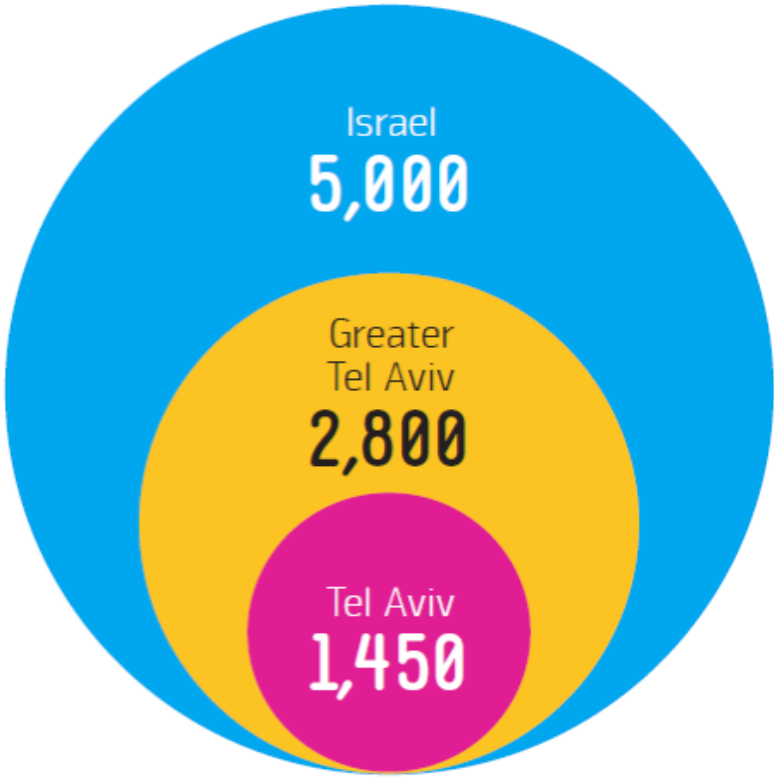


TEL AVIV NONSTOP CITY



LARGEST CONCENTRATION OF STARTUPS

Startup Companies



The highest amount of startups per capita in the world

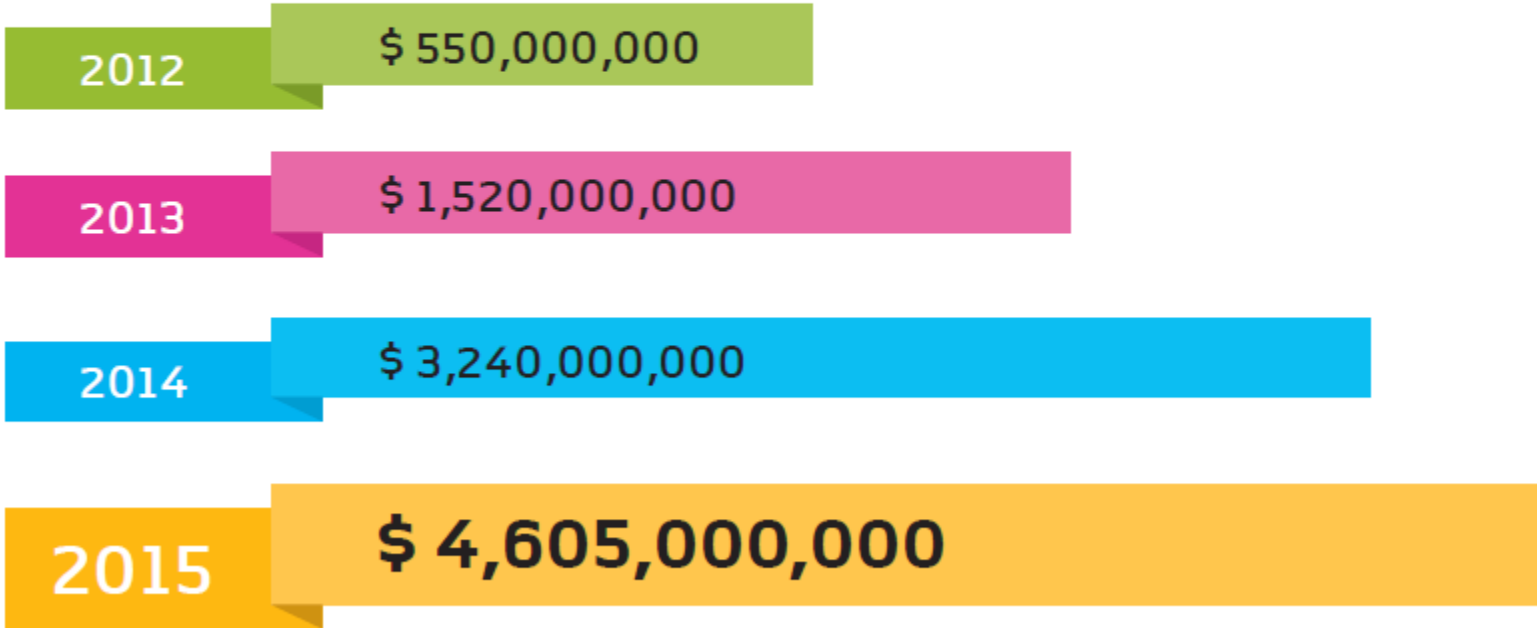
1 Startup for every 290 Residents



STARTED IN TEL AVIV



EXIT TRANSACTIONS IN HIGH-TECH COMPANIES



TOP ACCELERATOR HUB IN EUROPE

Accelerators, co-working spaces and innovation centers



Tel Aviv

84



London

65



Paris

48



Stockholm

30



Berlin

24

TEL AVIV IN NUMBERS

OVER 350 R&D
CENTERS OF
MULTINATIONALS
IN ISRAEL

141%



34
2012



82
2015

INCREASE OF 141%
MULTINATIONALS
IN TEL AVIV:



TEL AVIV'S DNA

STARTUP CITY



TEL AVIV NONSTOP CITY

TEL AVIV'S DNA

STARTUP CITY



TEL AVIV NONSTOP CITY

TEL AVIV'S DNA

STARTUP CITY

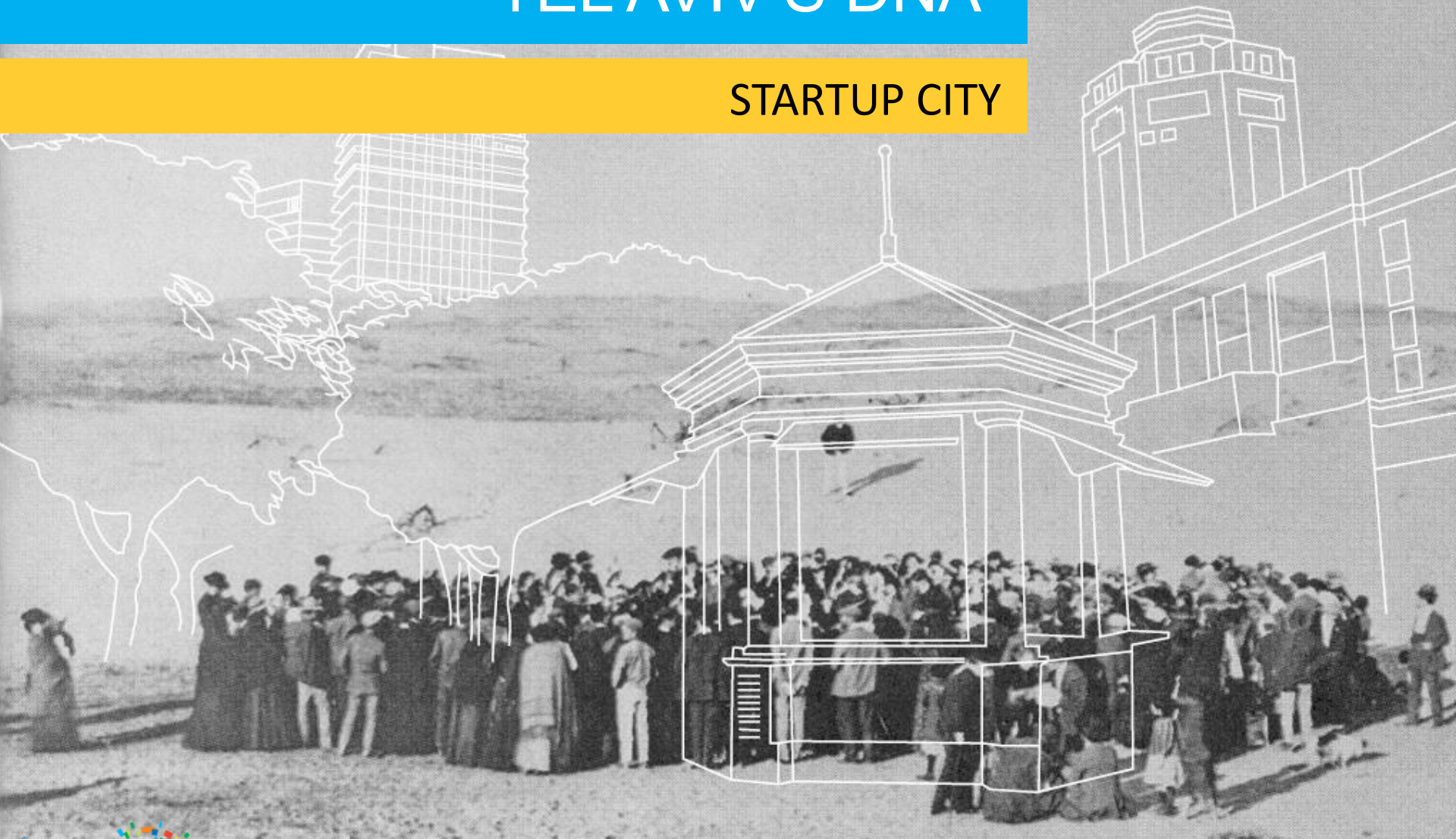


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TEL AVIV'S DNA

STARTUP CITY



TEL AVIV NONSTOP CITY



TEL AVIV'S DNA

STARTUP CITY



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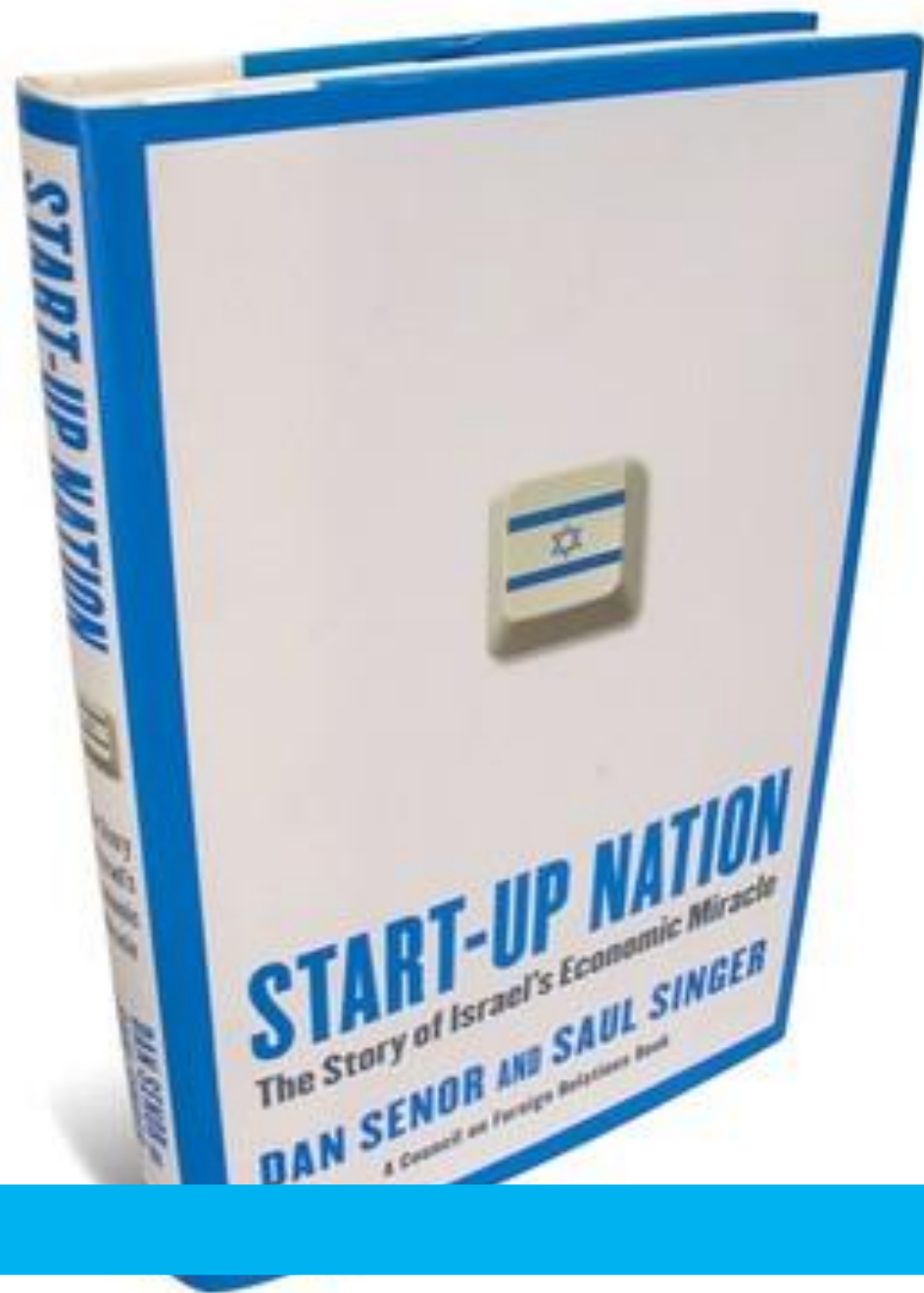


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TEL AVIV NONSTOP CITY





TEL AVIV AND ISRAEL

ISRAEL – 8M RESIDENTS

GREATER TEL AVIV – 3.5M RESIDENTS

TEL AVIV-YAFO – 0.4M RESIDENTS

The Mediterranean Sea

Gaza

Egypt

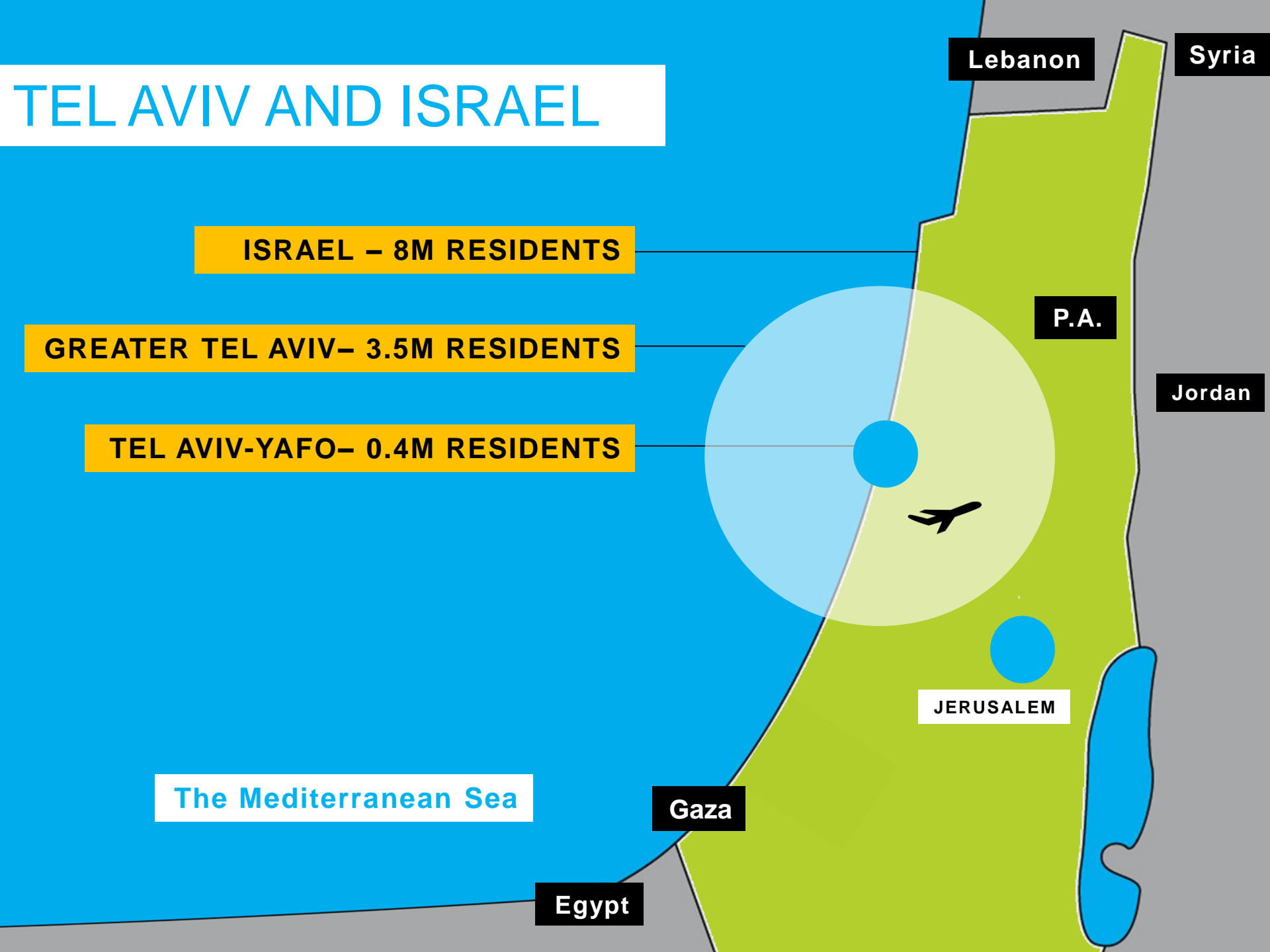
Lebanon

Syria

P.A.

Jordan

JERUSALEM



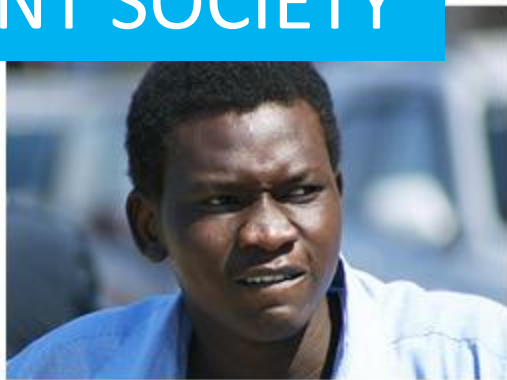
EDUCATION



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IMMIGRANT SOCIETY



A CULTURE OF DARING



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THE CREATIVE CLASS



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TALENT



THE ENTRANCE TO CITY HALL



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TECHNOLOGY



CITY-WIDE FREE WI-FI

TEL AVIV NONSTOP CITY



TOLERANCE



TEL AVIV GAY PRIDE FESTIVAL



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GLOBAL CITY

CULTURE & BUSINESS

GATEWAY

INNOVATORS

LOCATION

COSMOPOLITAN

ECO-SYSTEM

TECHNOLOGY

STRATEGY

YOUNG CITY



TEL AVIV NONSTOP CITY

YOUNG CITY



33%



TEL AVIV NONSTOP CITY

“CAPITAL OF MEDITERRANEAN COOL”

The New York Times



1,748 BARS, CAFÉS & NIGHTCLUBS

1 FOR EVERY 231 RESIDENTS



TEL AVIV NONSTOP CITY

FUN AND SAFE PUBLIC SPACE



MASSIVE INVESTMENT IN ART



TEL AVIV NONSTOP CITY

MUNICIPAL MANAGEMENT



1998

2017

DIVERSITY AND PLURALISM



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TEL AVIV MUNICIPAL POLICY

SUPPORT

PROMOTE



TEL AVIV NONSTOP CITY



SUPPORT



תל אביב
איבויב
יאפו

TEL AVIV NONSTOP CITY

SUPPORT

TAX BREAKS FOR STARTUPS



TEL AVIV NONSTOP CITY

SUPPORT

TEL AVIV AS A SMART CITY BETA SITE



TEL AVIV NONSTOP CITY

SUPPORT

TECH CONFERENCES AND EVENTS



TEL AVIV NONSTOP CITY

SUPPORT

INTERFACE STARTUPS <> MUNICIPALITY

MIND BIKE



TEL AVIV NONSTOP CITY

SUPPORT

PUBLIC CO-WORKING SPACES



תל אביב
אביב תל אביב
YAF019

TEL AVIV NONSTOP CITY

SUPPORT

PERES CENTER FOR INNOVATION



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PROMOTE



TEL AVIV NONSTOP CITY



PROMOTE

MEDIA AND BUSINESS DELEGATIONS

Luke Dormehl
Digital Trends September 7, 2016



People can argue about how the government should spend money. One idea we like? The one adopted in Tel Aviv, where the side of City Hall was recently transformed into an enormous Tetris game.

People can and will argue unendingly about how governments should spend their citizens' money. One idea we could absolutely get on board with? Turning sprawling government buildings into giant makeshift gaming monitors.

That's what recently happened in Israel, where last week a giant Tetris tournament was held on the side of the Tel Aviv-Yafo Municipality building — designed to mark the Innovation Festival, scheduled for later this month.

The Washington Post

Trendy Tel Aviv is a hearty foodie find

By Sylvie Bigar October 6



NEW YORK POST

The New York Times VOGUE

Tel Aviv's modern food scene is far more than milk and honey

By Adeena Sussman May 10, 2016 | 8:00am



36 Hours in Tel Aviv

By DEBRA KAMIN DEC 31, 2015

Young, modern Tel Aviv and ancient Jaffa pulse with energy and combine to offer bustling markets, night clubs and a beachside promenade just right for two wheels.



Inside Jaffa: Tel Aviv's Hottest Area

MAY 12, 2016 11:00 AM
by KAREN BURSHTEIN



TEL AVIV NONSTOP CITY

Locals call Tel Aviv *habu'ah* — or “the bubble” — for the way the city's 300,000 inhabitants insulate themselves from the Middle East's troubles by cultivating a very



PROMOTE

TEL AVIV IN RESEARCH AND RANKINGS



TEL AVIV NONSTOP CITY

PROMOTE

INTERNATIONAL CONFERENCES



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UNDERSTANDING THE D.N.A. OF A CITY

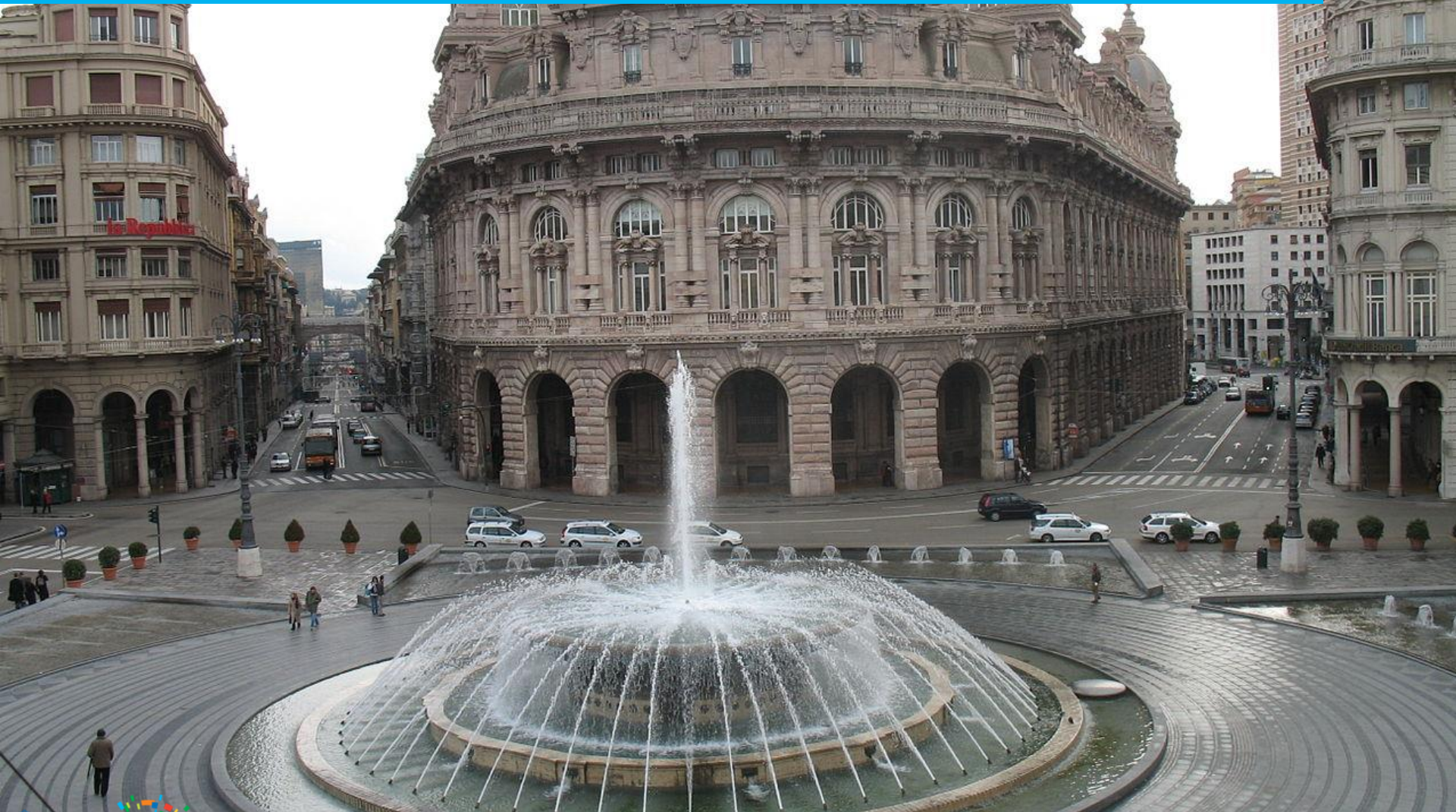
U.S.P. – UNIQUE SELLING POINT



TEL AVIV NONSTOP CITY



GENOVA (BASED ON MY 2-HOUR IMPRESSION)



TEL AVIV NONSTOP CITY



GENOVA (BASED ON MY 2-HOUR IMPRESSION)

EXTREMELY BEAUTIFUL



TEL AVIV NONSTOP CITY



GENOVA (BASED ON MY 2-HOUR IMPRESSION)

EXTREMELY BEAUTIFUL

GATEWAY INTO EUROPE



TEL AVIV NONSTOP CITY

GENOVA (BASED ON MY 2-HOUR IMPRESSION)

EXTREMELY BEAUTIFUL

GATEWAY INTO EUROPE

PORT AND MARITIME



TEL AVIV NONSTOP CITY

GENOVA (BASED ON MY 2-HOUR IMPRESSION)

EXTREMELY BEAUTIFUL

GATEWAY INTO EUROPE

PORT AND MARITIME

BEACH AND COAST



TEL AVIV NONSTOP CITY

GENOVA (BASED ON MY 2-HOUR IMPRESSION)

EXTREMELY BEAUTIFUL

GATEWAY INTO EUROPE

PORT AND MARITIME

BEACH AND COAST

EXPATS



TEL AVIV NONSTOP CITY

GENOVA (BASED ON MY 2-HOUR IMPRESSION)

EXTREMELY BEAUTIFUL

GATEWAY INTO EUROPE

PORT AND MARITIME

BEACH AND COAST

EXPATS

CITY & NATURE

TEL AVIV NONSTOP CITY



PLEASE HOP FOR A VISIT IN TEL AVIV!



TEL AVIV NONSTOP CITY



THINGS YOU SHOULD PACK



THINGS YOU SHOULD PACK



THINGS YOU SHOULD PACK



THINGS YOU SHOULD PACK





THANK YOU!

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