Israel - the "BACK TO THE FUTURE" opportunity for the Global Water Arena

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The world population is expected to increase by almost 400% in one century

The Urbanization Revolution
- 2007 was the first year in history in which more people lived in cities than in rural areas

Higher standard of living leads to growing quality demands

Consequences of climate change: Drought and lack of fresh drinking water

The aging water infrastructure can’t cope with the growing quantity and quality needs
The challenge of supplying fresh water to the population is constantly increasing
Do we want to be part of the problem?

Or, do we want to be part of the solution?
The Key to Supplying the Increasing Demand is (like in the IT arena) 
**Technological Innovation.**

Increasing the Efficiency of the system:

- Irrigation
- Distribution and Maintenance (including NRW)
- Interactive network solutions
- Desalination
- Water reuse
Israel - a “BACK TO THE FUTURE” water solutions hub

Continues Need
Water has always been a survival issue. Israel's water industry has already achieved critical mass.

Climate
With the full range of climactic conditions, Israel is an excellent beta site for all types of water technology innovations.

Entrepreneurial Culture
Hi-tech is a way of life in Israel, and startup eco-systems are well developed.
Comparison between US & Israeli climates
Comparison between Chinese & Israeli climates
Israel: In the forefront of the technological water innovation market

- Water efficiency management
- Water reuse
- Desalination
- Irrigation
The Global Water Market is huge for any single player

- Israel’s Population : 7M people
- World Population    : 7B people
- Israel Total area : 20,770 sq km
- World Total area  : 148,354,000 sq km

Partnership is essential for Israel in order to successfully leverage its capabilities.
- WATEC 2009 event attended by more than a 150 foreign delegations and 25,000 visitors from 5 continents.
- WATEC 2009 featured an international problem-solving forum for water, energy, and environmental technology issues.
- WATEC 2009 was 35% larger than WATEC 2007.
- We plan that WATEC 2011 will be even better!
The “Water Innovation Catch”
Sufficient Know How & Technologies Exist in the Water Arena (IWA Methodology, Israeli Technologies etc)
So...

- Why is the world still coping with water shortage challenges?

- Is there any global mechanism to overcome the Diversification, Conservatism & Localization of the industry?
Although technological innovation is the solution for the growing water market... The water market is extremely conservative

- There are only a few significant technological innovation implementation examples that were successfully commercialized in the water arena in the last decades (for example - AMR / MBR technologies)
- Water companies are risk-averse: prefer not to be the first to implement new technologies
How to overcome the “i2i” challenge?

- Innovation To Implementation
  
  “i2i”

  is one of the global water arena’s most significant challenges, as it can improve the situation for billions.

- Partnering in this effort can create attractive business opportunities to all involve.
Dealing with the water arena, involves many players

- Solution Provider
- Government
- Regulator
- Technology Provider
- Consultants
- Financial Institutions
- Water Organizations
- Municipality
- Water Utility
Water is not Rocket Science…

…but it is complex
Success in Israel does not ensure success in North America or Asia...
Proposed Solutions To The “i2i” Challenges Through Partnerships
It takes a Joint Effort to Address the Complexity
Who can assist in bridging between all the key stakeholders?

While leveraging all the existing capabilities & fulfilling the needs of the water utility?
Creating Partnership is Essential

- Uses the most innovative technologies available
- Creates synergies between various products / technologies
- Tailors a solutions per customer needs

Partnerships

Technology Provider

- Provides global experience & local know-how and connections
- Bridges the innovation gap
- Overcomes culture gap

Global /National Solution Provider with Local Partners

- Owns the Infrastructure & provides long term commitment to maintain it
- Responsible for end user service level

Water Utility
Partnering with the Eco System

- Municipality
- Government
- Regulator
- Financial Institutions
- Water Organizations
- Consultants
- Technology Provider
- Water Utility

Partnerships

Global /National Solution Provider with Local Partners
Partnership is the preferred way to overcome successfully the “İ2İ” challenges.

Partnership will
  - Complement continuous Innovative Water Solutions by providing
    - Know How in the local markets
    - Credibility
    - Local experience
    - Financial leverage
  - It is the definition of a “Win-Win Solutions” between the	
    Global Water Arena - The Partner.
Partnership Basic Principles

- Self Confidence – There are no “Free Meals” – You must bring unique & continuous value

- Humbleness – Do not force your partner to do it your way, take the culture gap into consideration - listen, influence, implement

- Awareness – No one can do it alone, everyone needs to be aware to the essential necessity of creating partnership
What can be done in order to enhance partnership opportunities?

- Identifying leading institutions/companies/people/government officials within the region/state with high commitment to the issue

- Collaboration agreements → Collaboration programs

- Building and promoting the partnership concept: From terminology to practical activities

- Expanding Israel’s positioning from an “Innovation Hub” to a “Partnership Hub”
Thank you