

İSRAİL BİZNES DÜNYASI



February 2007

ISRAEL EMBASSY'S NEW WEB-SITE IS ON-LINE

<http://baku.mfa.gov.il>

Visit the new web-site of the [Embassy of Israel in Azerbaijan](#), which just went on-line. The web-site is presented in both English and Azerbaijani and is aimed to present comprehensive information about the services offered by the Embassy in Baku. The site includes consular information, including forms for visiting Israel. It offers a window into Israel and the latest information about Israel-Azerbaijan events and news. The website will include recent and past issues of Embassy newsletters. Our main goal is to make the web-site useful source for you, access information about Israel and its people. Send us an [e-mail](#) - we would love to hear your comments about the site and any suggestions you might have.



Mobile device users get the full Web picture with Israel's InfoGin

Getting your favorite websites on your mobile device can be an act of frustration - the sites are often reformatted in an unfamiliar manner, it's graphically unappealing, and difficult to maneuver in the manner you're used to on your PC. The technological platform that Eran Wyler and his Israeli company [InfoGin](#) developed automatically adapts Web pages for mobile screens to make it easy for consumers to navigate the Web and find anything they need, using their mobile device.

InfoGin®

Just ask America Online. AOL uses InfoGin's Intelligent Mobile Platform to power the mobile AOL search services, including their new mobile browsing service. InfoGin's technology enables the optimal reformatting of Web content to any mobile device, without compromising the Web's richness or the device functionality. And according to Wyler, for the end user, that means an Internet session on your mobile device that most closely resembles sitting in front of your laptop or PC.

"We have made surfing the Internet on a mobile phone a reality and are developing partnerships with leading global mobile operators in order to share this success with consumers around the world," said Wyler.

Today, InfoGin has over 50 employees and among its clients are AIS, the largest mobile operator in Thailand, KPN, the largest mobile operator in Netherlands, Cellcom and Pelephone in Israel, AOL and Infospace in the US.



"Our platform enables users to go to any website, and in real time, the site will be optimally fitted to the device," said Wyler.

"Our uniqueness comes from our point of view that in order to take content from a large screen display to a small screen display, you need to have an understanding of the visual aspect. Before we convert the markup language from HTML, we first try to understand the various elements on the page and present it in a human approach, and not in a mechanical approach. With two clicks, a user should be able to go from the CNN homepage into the sports

section just like they can do at home."

Source: www.israel21c.com

Web-site of the month:



MINISTRY OF COMMUNICATIONS

<http://www.moc.gov.il>

The Ministry of Communications is responsible, for setting telecommunications policy and regulations; for managing and administering the electromagnetic spectrum and the numbering resource; and for implementing a policy of liberalization that focuses on increased competition in the telecommunications market for the benefit of all Israeli citizens.

Israeli Optibase will Provide IPTV Solution to Lattelecom, Latvia

Optibase Ltd., the leading Israeli provider of advanced digital video solutions has successfully installed the Baltic's first turnkey MPEG4 IPTV solution for Lattelecom, Latvia's leading provider of information technology and telecommunications services.



Optibase will provide an advanced, end-to-end IPTV solution enabling Lattelecom to supply state-of-the-art interactive TV services based on the cutting edge MPEG-4 H.264 technology. In addition to streaming live TV channels, Lattelecom DSL users can form personal program sets, order TV shows and movies, create personal archives, select languages and to use internet and voice communications.

The end-to-end solution provided by Israeli Optibase, supported by local partner Hannu Pro, includes Optibase MPEG-4 Media Gateway platforms, middleware, VOD systems and encrypting technologies (CAS), as well as set-top-boxes for end user. A unique Advertising Server was developed by the Israeli company for this project. The Advertising Server allows Lattelecom to send personalized advertisements triggered by the user's actions.



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Source: www.export.gov.il

Israeli start-up Yoggie wins "Most Innovative Company" title at RSA

Israeli start-up Yoggie Security Systems Ltd. has won the first prize as the "Most Innovative Company" at the RSA Conference 2007 in San Francisco, for the company's Gatekeeper Pro security appliance for mobile computers.



Yoggie competed against nine companies shortlisted for the award. Yoggie's CEO Shlomo Touboul presented the company's products before the judges panel made up of top venture capitalists, journalists, company security officers and industry experts.

Source: www.export.gov.il

BUSINESS OPPORTUNITIES

VITAL-STONE CO.

Vital Stone co. is a leading private based company for marble and stone. With a partnership in the Jerusalem limestone quarry, and excellent experience with export of Jerusalem limestone in its wide variety colors, Vital Stone is starting to sell and export under the brand name "Jerusalem Stone" the most exclusive marble type "Halila", which is characterized by its brown light beige colors and sold in the USA and Europe markets.

Contact Person: Natalie Maimon, Project manager
PH: 972-4-8212878
FX: 972-4-8212879
E-mail: natalie@vitalstone.com

This company is looking for business partners or customers to market their products in Azerbaijan.



E-Drive Technology-fleet Management and Fuel Management systems, automotive OEM

E-Drive Technology, Ltd. is a telematics solution provider that has been serving the Worldwide Commercial Fleet Management, Automotive OEM and Aftermarket sectors for the last 18 years.

E-DT Fleet Management solutions have been effective in reducing its clients' fleet costs by 12% to 30%. In addition to its commercial fleet focus, E-DT is now a respected provider of vehicle telematics solutions to OEMs in Latin America including the largest car manufacturer in the world.

Contact Person: Moti Sella,
VP Business Development
Tel: 972-4-8577870 Ext 111
Mobile: 972-54-5315560
Fax: 972-4-8580566
E-Mail: moti@e-drivetech.com
WEB: www.e-drivetech.com



This company is looking for business partners or customers to market their products in Azerbaijan.

Stern Engineering Ltd.

Stern Engineering develops and manufactures top-quality touch-free faucets, urinal flush valves and showers operated by infrared sensors. The company maintains a wide-scale sales operation covering over 65 countries.

The company's wide range of products includes electronic wall-mounted faucets, electronic deck-mounted faucets, electronic flushing valves for urinals and toilets, electronic shower controls, vandal proof shower heads and a variety of electronic components.

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Tel : +972-8932-6009
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Fax : +972-8932-6025
E-mail: igal@sternfaucets.com
Web : www.sternfaucets.com



This company is looking for business partners or customers to market their products in Azerbaijan.

Larisplast Ltd.

Larisplast specializes in the field of concrete admixtures. The company develops, produces, market & distributes high quality products & materials for the Israel concrete industry according to the Israeli's standards.

Larisplast is a sister company to A.Z. Marketing Inc., which specializes in the production and marketing of building materials, sealing materials, ceramic adhesive, and building reconstruction materials.

Contact Person: Miri Levi Leizerovich

Tel: (972)-3-9730396

Fax: (972)-3-9733766

Mob: (972)-54-2197015

E-mail: miri@larisplast.com

WEB: www.larisplast.com



This company is looking for business partners or customers to market their products in Azerbaijan.

For more information, please contact the Commercial and Trade Department of the Embassy at trade@baku.mfa.gov.il

MASHAV course of the month

Theme: Organic Farming: Principles & Practices

Duration: 14.03.2007- 27.03.2007

Language: English

Place: Ministry of Agriculture and Rural Development Center for International Agricultural Cooperation (CINADCO), Kibbutz Shefayim

Program Studies:

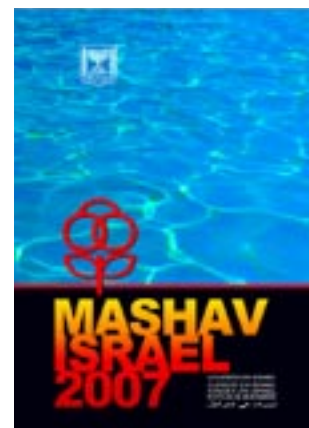
- Organic standards and certification
- Soil Fertility and organic farming
- Feeding organic crops
- Organic plant protection
- Irrigation and Fertilizer application in organic Farming
- Organic crop management
- Marketing

Requirements for admission:

This seminar is designed for professionals from public institutions, private companies and non-governmental organizations that are involved in organic farming

To learn more visit: www.mashav.mfa.gov.il

For more information about this course please contact MASHAV Coordinator at the Israel Embassy at dcm-sec@baku.mfa.gov.il



5-7 May 2007 Eilat, Israel

The conference offers a unique opportunity for exchange of methods, experience, and results in sustainable energy. In addition, it presents business opportunities, potential of multilateral cooperation and future prospects in energy conservation by the construction sector worldwide.

The main issues on the conference’s agenda are integration of renewable energy and energy efficient systems in buildings, sustainable planning of building in remote arid areas, new technologies and research, advantages of distributed energy production and conservation, strategic aspects and policy tools, regional cooperation, sustainable energy as a key for local economic development.

Organizers

- Regional municipality of Eilat
- Eilat Municipality
- The Jewish agency

Practical Organizer

Asher Vaturi

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“İsrail Biznes D nyası” (IBD) is published monthly by the Embassy of Israel in Baku, Azerbaijan. The main goal of this monthly newsletter is the promotion of the developing business interests of Israel and Azerbaijan. It emphasizes prospects and opportunities in a variety of economic sectors, which are of interest to Azeri businessmen.

The Embassy also publishes each month Israel - Azerbaijan Business News (IABN), a summary of Azeri opportunities for the Israeli business community and “İsrail X b rl ri”, a magazine with stories about Israel of interest to Azerbaijanis.

Previous issues of both newsletters remain available on the website of the Embassy at <http://baku.mfa.gov.il>

Proposals or information provided by Azeri companies interested in doing business in Israel can be published in this edition free of charge. For more information, please contact the Economic and Commercial Relations Department of the Embassy of Israel in Baku, Azerbaijan at trade@baku.mfa.gov.il

Pictures are courtesy of Israel’s Government Press Office (GPO) and www.israel21c.com and www.export.gov.il cites.