



INTERNATIONAL TRADE INDUSTRY SNAPSHOT

BUILDING AND CONSTRUCTION OPPORTUNITIES IN ISRAEL

September 2011

OVERVIEW

Israel will experience a boost in housing development and related construction projects during the coming year. The high cost of living and housing in Israel (including apartment rentals) coupled with limited supply has led the Israeli government to expand its housing construction.

MARKET POTENTIAL

The Government of Israel is expected to release government-owned land for new housing construction. In an effort to meet demand and reduce housing prices, the Ministry of Construction and Housing and the Israel Land Administration plan to double new construction from approximately 26,000 housing units since beginning of 2011 to over 60,000 units in 2012. Government-sponsored renovation projects are also increasing. Many urban renewal projects are taking place around the country, including demolishing older buildings to create taller, larger, and more efficient buildings. The construction industry in Israel includes more than 10,000 registered contractors, many of which are active in other international markets, especially Eastern Europe and Africa.

This growth in the building and construction market is a good opportunity for Georgia companies to enter or expand in this market. The Israel construction market adheres to both European as well as U.S. standards, with a growing trend toward environmentally-friendly construction. Companies specializing in building products, floor coverings and textiles, and 'green' construction may find opportunities in Israel by partnering with Israeli construction companies.

KEY CONTACTS

- Ministry of Construction and Housing: <http://www.moch.gov.il>
- Manufacturing Association of Israel: <http://www.industry.org.il/Eng/SubIndex.asp?CategoryID=113>

LEADING ISRAELI CONSTRUCTION COMPANIES

- SHIKUN BINUI: en.shikunbinui.co.il
- AFRICA-ISRAEL: www.afigroup-global.com
- ASHTROM: <http://www.ashtrom.co.il/english/index.aspx>
- DANYA CEBUS: <http://www.danya-cebus.co.il/?langId=2>
- AZORION: www.azorim.com
- U. DORI: <http://www.dori.co.il/startEnglish.asp>

These names are given without prejudice or guarantee. Normal business precautions should be observed.

Georgia's Israel office can provide Georgia companies with quick market assessment, identify potential business partners in the market, and facilitate business to business connections. For more information contact Ronen Kenan, Managing Director, **Georgia Department of Economic Development** trade office in Tel Aviv, Israel, at RKenan@georgia.org and +972 (9) 957.0270.