



INTERNATIONAL TRADE INDUSTRY SNAPSHOT

WATER TECHNOLOGIES IN ISRAEL

November 2011

OVERVIEW

Forced to cope with water scarcity for many years, Israel aims to have an independent water supply by 2016. Water source technologies such as desalination installations, water recycling, advanced water management systems, wastewater treatment, and decontamination are making this plan a reality. Some of the world's largest reverse osmosis desalination plants are located in Ashkelon and Hadera. About 75% of the water used in its agricultural industry comes from recycled water. Israel offers an abundance of business opportunities around this important natural resource.

MARKET POTENTIAL

Sales of water-related technologies in Israel have grown from \$800 million to \$2.2 billion over the past five years. This rapid increase is expected to continue. While there are approximately 250 companies in Israel addressing desalination, water treatment and reclamation, water safety, and agricultural water consumption via drip irrigation, opportunities exist for Georgia companies that can supply information technology, remote sensing, water management, and ecological solutions for Israel's water industry. This market is managed primarily by companies and organizations overseen by federal or local governments. Establishing cooperative ventures with governments, water companies, and international corporations is a promising approach to entering this growing market.

Recently, the city of Akron, Ohio partnered with Mei-Netanya, an Israeli water company, to share technologies and best practices which should result in improving their utility asset management programs. Both parties are looking for advanced computerized solutions that will enable rapid and constant evaluation of their respective systems for optimal decision-making, specifically with regards to the renewal and replacement of the various components in aging infrastructure of the water and wastewater networks. This partnership serves as a model for other water companies and municipalities in Israel.

KEY CONTACTS

- Mekorot (Israel National Water Company): www.mekorot.co.il
- Ministry of National Infrastructure: www.mfa.gov.il

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.