

AUSTRIA IST ÜBERALL.

In Kooperation mit:

K Kreativwirtschaft
A Austria 
T WIRTSCHAFTSKAMMER ÖSTERREICH


AUSSENWIRTSCHAFT AUSTRIA

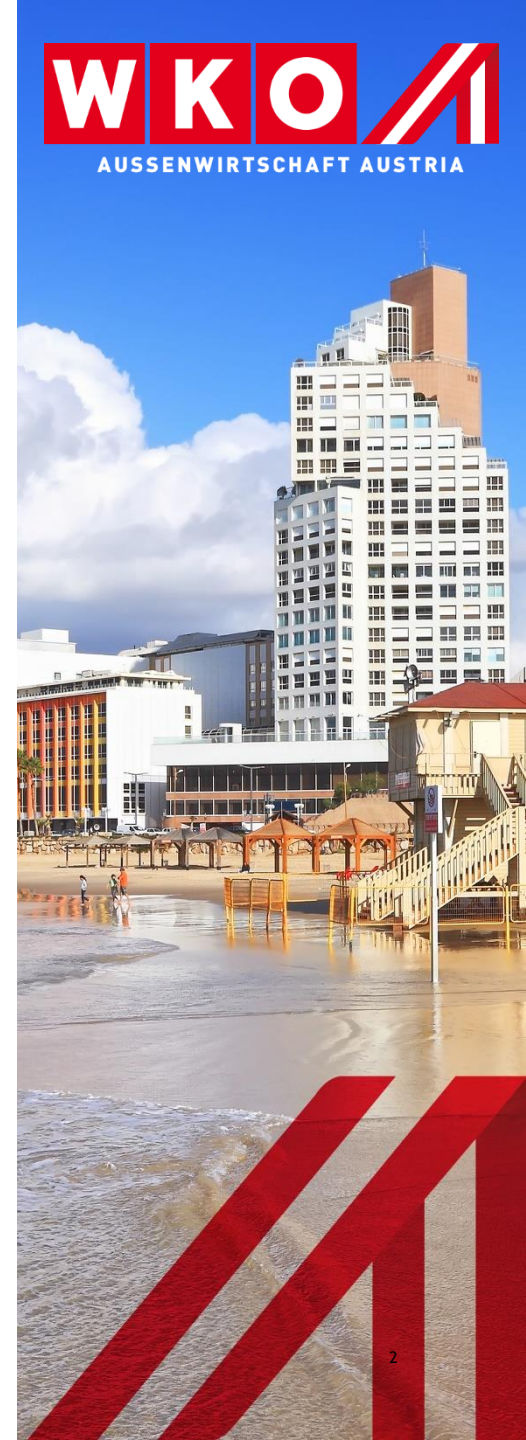
Herzlich Willkommen zu unserem
Webinar live aus Tel Aviv!

The Autonomous Vehicle | Ein neuer Markt für Kreativleistungen

AußenwirtschaftsCenter Tel Aviv
26.02.2020

AGENDA

- Günther Schabhüttl | AußenwirtschaftsCenter Tel Aviv
 - Welcome & Intro zur Startup Nation Israel
- Tami Warshavski | Shenkar - Engineering. Design. Art.
 - Die Kreativwirtschaftsszene in Israel
- Orlie Dahan | EcoMotion
 - Das autonome Auto als eine Plattform für kreative Dienstleistungen
- Q & A | 15min
- Next Steps & Verabschiedung



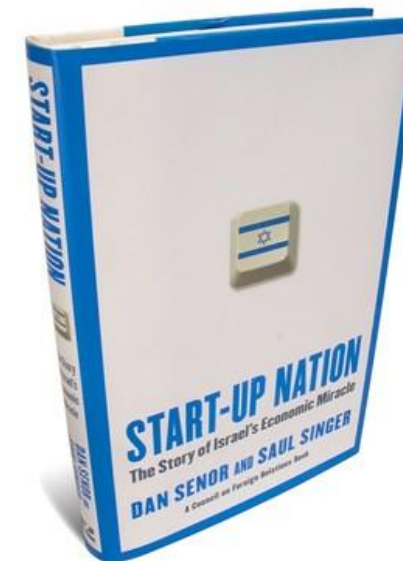
Startup Nation Israel



Photographer: Kfir Sivan | Courtesy of Tel Aviv-Yafo Municipality



Quelle: Shutterstock



AußenwirtschaftsCenter Tel Aviv



Wirtschaftsmission



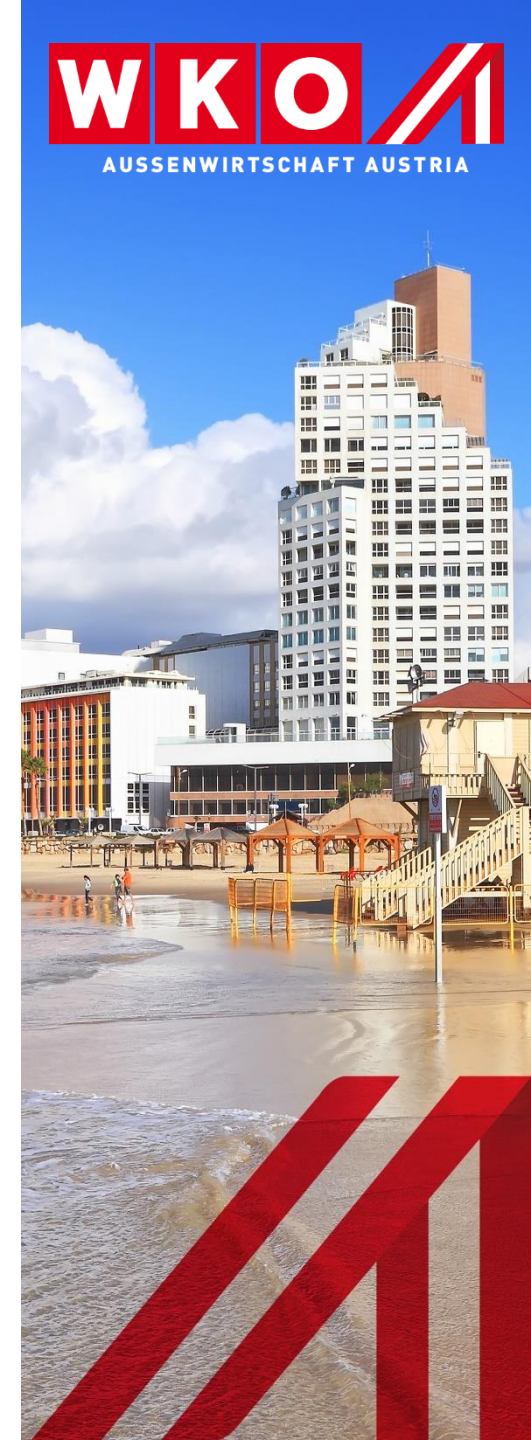
17. - 20.05.2020 | Tel Aviv

The Autonomous Car as the Next Billion Dollar Marketplace

AV: A Platform for Creativity | Create the Future of Personalized AV Services



Infos & Anmeldung [hier](#)



TAMI WARSHAVSKI
ACT SHENKAR

THE FUTURE
IS CREATIVE

SCI-FI MOVIES



THE VISIONARY AND HIS EXPERTISE

THE PLANET HUMANITY CULTURE TECHNOLOGY ECONOMY

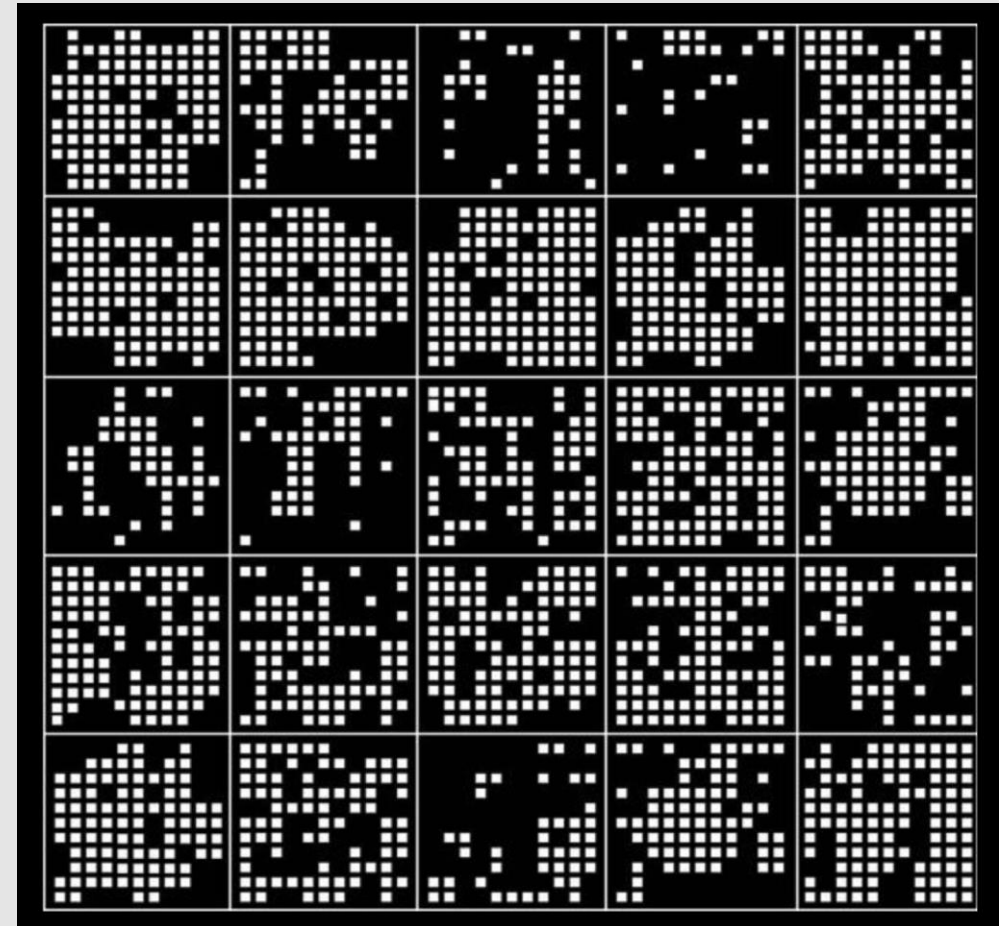
PROPHECY

POLITICAL

THE ARTS

SCIENCE

BUSINESS



OMA FORESIGHT IN HINDSIGHT

THE FUTURE IS CREATIVE • INTRO



THE VISIONARY AND HIS EXPERTISE

VISIONING IN THE BOX



OMA FORESIGHT IN HINDSIGHT

THE PLANET HUMANITY CULTURE TECHNOLOGY ECONOMY

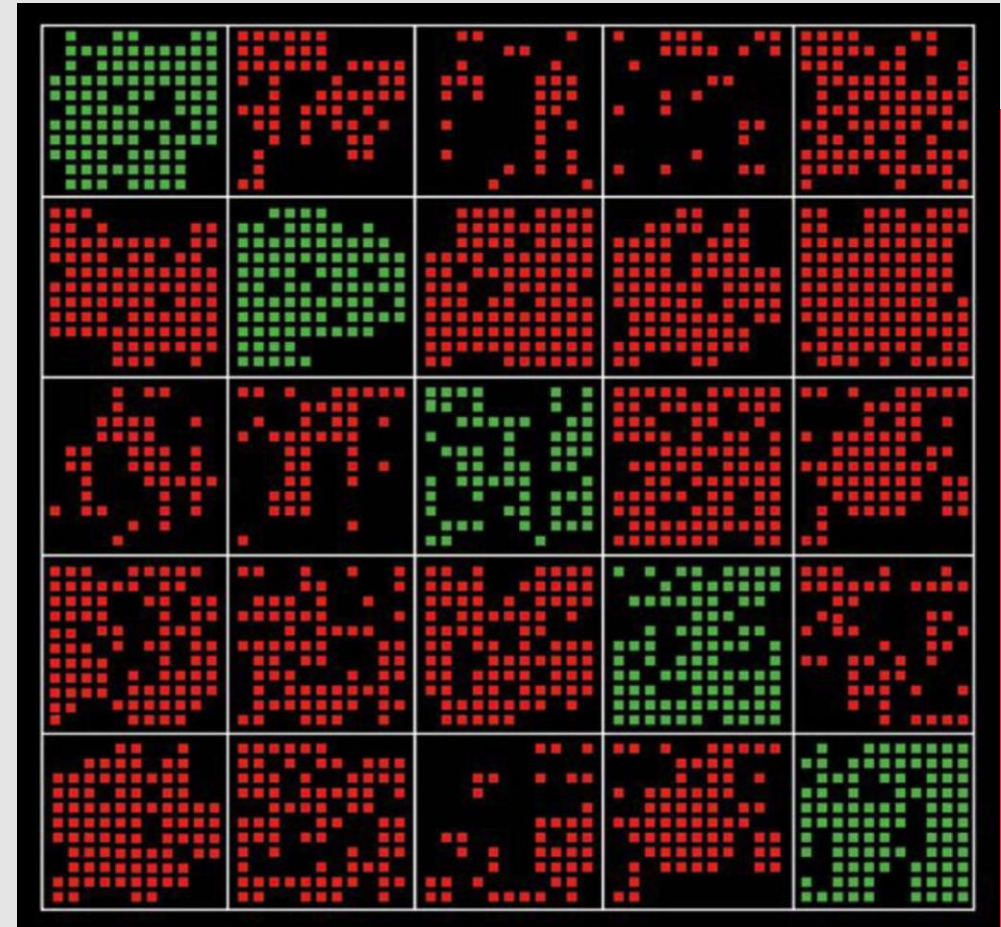
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THE VISIONARY AND HIS EXPERTISE

VISIONING OUTSIDE THE BOX



OMA FORESIGHT IN HINDSIGHT

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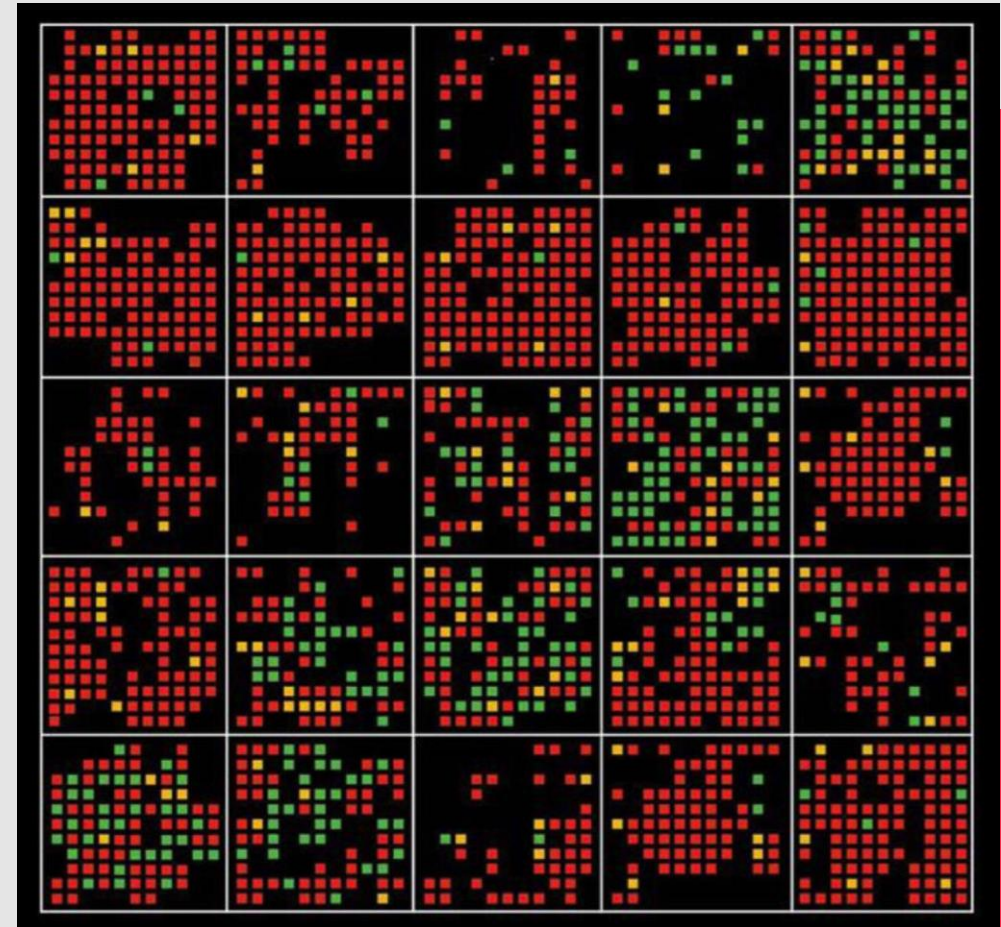
PROPHECY

POLITICAL

THE ARTS

SCIENCE

BUSINESS



THE FUTURE OF WORK



Eric Quint • 1st
Vice President and Chief Design Officer at 3M
Company, Keynote speaker, Intrapreneur
3M • Design Academy Eindhoven, NL
Greater Minneapolis-St. Paul Area • 500+



Alessandro Rancati • 2nd
Design for Policy at the EU Policy Lab
Joint Research Centre (JRC) - European Commission's
Science Service • Politecnico di Milano
Brussels, Brussels Capital Region, Belgium • 500+



Monica Dalla Riva • 1st
Vice President Customer Experience and Design
Deutsche Telekom • Politecnico di Milano
Cologne Area, Germany • 500+



Kwame Nyanning • 1st
Associate Partner, Experience Design at McKinsey
& Company
McKinsey & Company • Morehouse College
London, United Kingdom • 500+



Paul Gardien • 2nd
Head Design Strategy & Innovation at Philips Design
Philips • Eindhoven University of Technology
Eindhoven Area, Netherlands • 500+



Dr. Andrea Stricker • 2nd
Customer Inspired Innovation Leader at 3M
3M • Universität Hamburg
Grevenbroich, North Rhine-Westphalia, Germany • 500+



Hila Halpern • 1st
Product Design Team Lead @ Houzz - Looking for
talented product designers
Houzz • Holon Institute of Technology
Israel • 500+

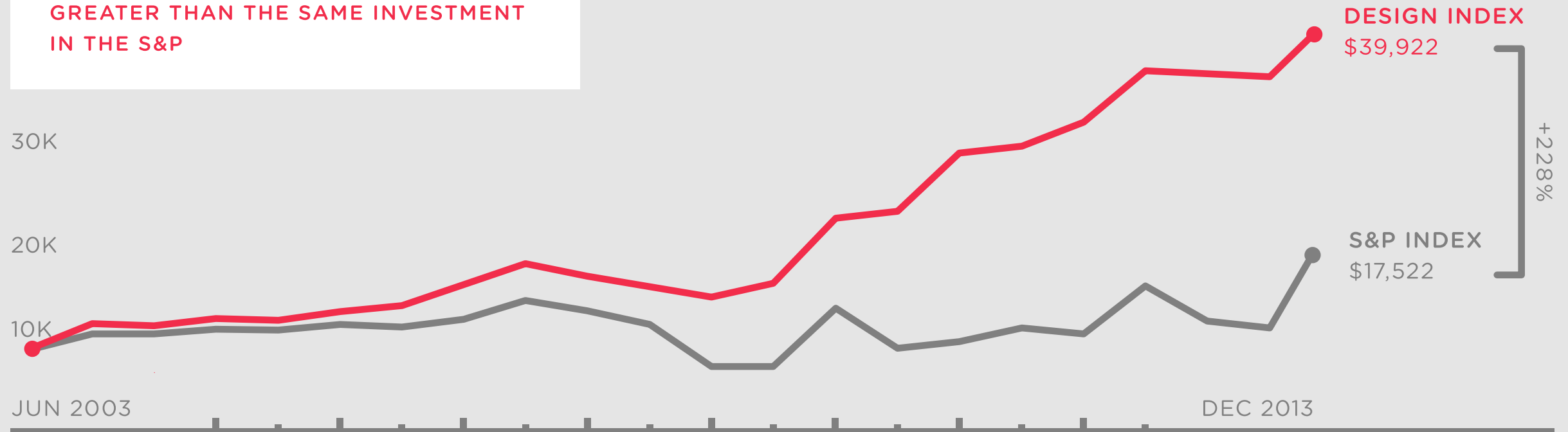


Reanne Leuning • 1st
Director Creative Industries - ADVANTAGE AUSTRIA
ADVANTAGE AUSTRIA • Rijksuniversiteit Groningen /
University of Groningen
Austria area • 500+



DESIGN VALUE INDEX

IN 10 YEARS, A \$10,000 INVESTMENT
IN DESIGN-CENTRIC COMPANIES
WOULD HAVE YIELDED RETURNS 228%
GREATER THAN THE SAME INVESTMENT
IN THE S&P



DMI, MOTIV STRATEGIES 2014



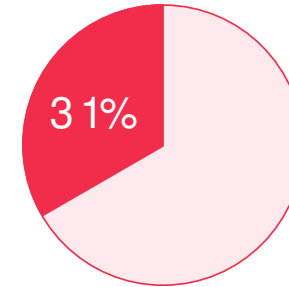
THE CREATIVE ECONOMY

"THE FUTURE OF DESIGN IN
START-UPS", NEA, 2016

Survey of 400 companies in-
cluding venture-backed compa-
nies and agencies



ARE ALL —
DESIGN FOUNDERS



31% OF START-UPS
GLOBALLY —
HAVE A DESIGNER
FOUNDER

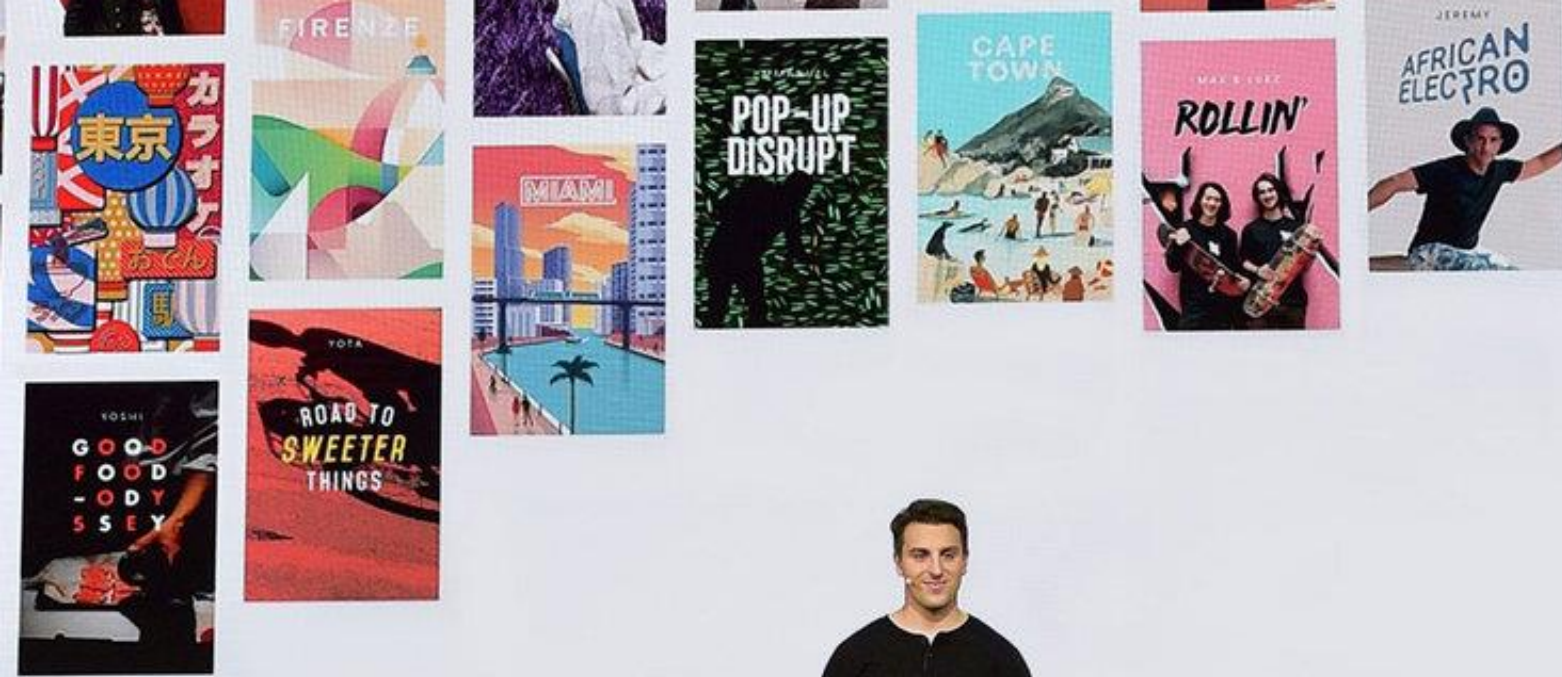


THE CREATIVE ECONOMY



VISIONS • ANTICIPATING TRENDS • MARKET FIT • SET NEW RULES
• ORIGINALITY • AESTHETICS • UX/UI • ANIMATION • 3D PRINTING
• RAPID PROTOTYPING • NEW CONCEPTS • USER JOURNEY
MAPS • INTERACTIONS • COMMUNICATIONS • DIFFERENTIATION
• VALUE CREATION • PRODUCT DEVELOPMENT • ERGONOMICS
• FUNCTIONALITY • USER ENGAGEMENT • HUMAN CENTERED
DESIGN • DESIGN THINKING • VR • AR • GAMIFICATION • VIDEO •
ILLUSTRATIONS • CONTENT DEVELOPMENT • SCRIPTING • DATA
VISUALIZATION • TV FORMATS • NEW MEDIA • IOT • SERVICE DESIGN
• PRODUCT INNOVATION • PACKAGING • EFFICIENCY • WEARABLE
TECH • MARKETING • EVENTS • EMPATHY • STORY TELLING





Welcome to the
world of trips.

**WE'D ASK THESE QUESTIONS LIKE,
WHAT CAN WE DO TO SURPRISE YOU?
WHAT CAN WE DO, NOT TO MAKE THIS BETTER,
BUT TO MAKE YOU TELL EVERYONE ABOUT IT?**

Brian Chesky

Airbnb Founder





Guest Journey



SUSTAINABILITY & HUMANITY CENTERED DESIGN



THE FUTURE IS CREATIVE • CREATIVE ECONOMY



TOP REASONS WHY STARTUPS FAIL

- 42% No market need
- 29% Run out of cash
- 19% No real competitive advantage for the product
- 14% Poor marketing
- 14% Ignore customers
- 23% Not the right team
- 17% User un-friendly product

CB INSIGHT



WORLD ECONOMIC FORUM

THE TOP SKILLS THAT WILL BE IN DEMAND IN THE NEAR FUTURE

- > COMPLEX PROBLEM SOLVING
- > CRITICAL THINKING
- > PEOPLE MANAGEMENT
- > COORDINATING WITH OTHERS
- > EMOTIONAL INTELLIGENCE
- > JUDGMENT & DECISION MAKING
- > SERVICE ORIENTATION
- > NEGOTIATION
- > COGNITIVE FLEXIBILITY



ISRAELI CREATIVE STARTUPS

INFARM, VERTICAL URBAN FARMING
EREZ GALONSKA, CINEMATOGRAPHER

fiverr®

FIVERR, MARKETPLACE FOR FREELANCE
SHAI WININGER, DESIGNER

66% RISE

IN DIRECT FOREIGN INVESTMENTS
IN ISRAEL 2012-2014

SOURCE: CLEVER ISRAEL 2015

MEMOMI, INTERACTIVE DIGITAL MIRROR
SALVADOR NISSI VILCOVSKY, INDUSTRIAL DESIGNER

INTERLUDE, INTERACTIVE VIDEO
YONI BLOCH, MUSICIAN





“DESIGN IS MORE IMPORTANT
THAN TECHNOLOGY.
THE FIRST EMPLOYEE OF
THE COMPANY HAS TO BE A
DESIGNER”

SHAI WININGER
CO-FOUNDER LEMONADE AND FIVER



CREATIVE ISRAEL 2030

How do we get there?

ACT SHENKAT INITIATIVE - SIGNING MOU FOR THE PROMOTION OF THE CREATIVE ECONOMY

MINISTER OF ECONOMY OF ISRAEL, MR. ELI COHEN, AND THE
MINISTER OF DIGITAL AND ECONOMY AFFAIRS OF AUSTRIA,
DR. MARGARETE SCHRAMBÖCK

A first of its kind bilateral agreement, aiming to
develop a new innovation track for the growth of
the Israeli Economy. The agreement is the first
foundation of an international forum that will
position the creative economy at the forefront
of the global economic and social agenda.



GET CREATIVE!
THE BLUE OCEAN OF PERSONALIZED AV SERVICES



THE FUTURE IS CREATIVE • CREATIVE ECONOMY



THE FUTURE
IS CREATIVE

TAMI@SHENKAR.AC.IL



CLEVER





EcoMotion

Smart Mobility Community



EcoMotion Community x Advantage Austria
Feb 2020



EcoMotion

Smart Mobility Community

Israel & the Automotive Industry



Fuel
Choices and
Smart Mobility
Initiative



Ministry of Economy and Industry



ISRAEL
INNOVATION
INSTITUTE

1960-2010





EcoMotion

Smart Mobility Community

2020:

Israel is at the frontier of the
Transportation Technologies





EcoMotion

Smart Mobility Community

Digital Era: The Global Trends



Fuel
Choices and
Smart Mobility
Initiative



Ministry of Economy and Industry



ISRAEL
INNOVATION
INSTITUTE



EcoMotion
Smart Mobility Community

Global Recognition





EcoMotion
Smart Mobility Community

Israel has a Real Potential to Become a Significant Player

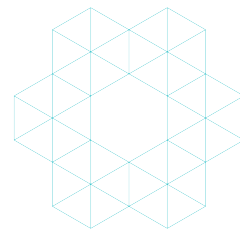


ISRAEL
INNOVATION
INSTITUTE





EcoMotion
Smart Mobility Community



2012: EcoMotion Smart Transportation Community





EcoMotion
Smart Mobility Community

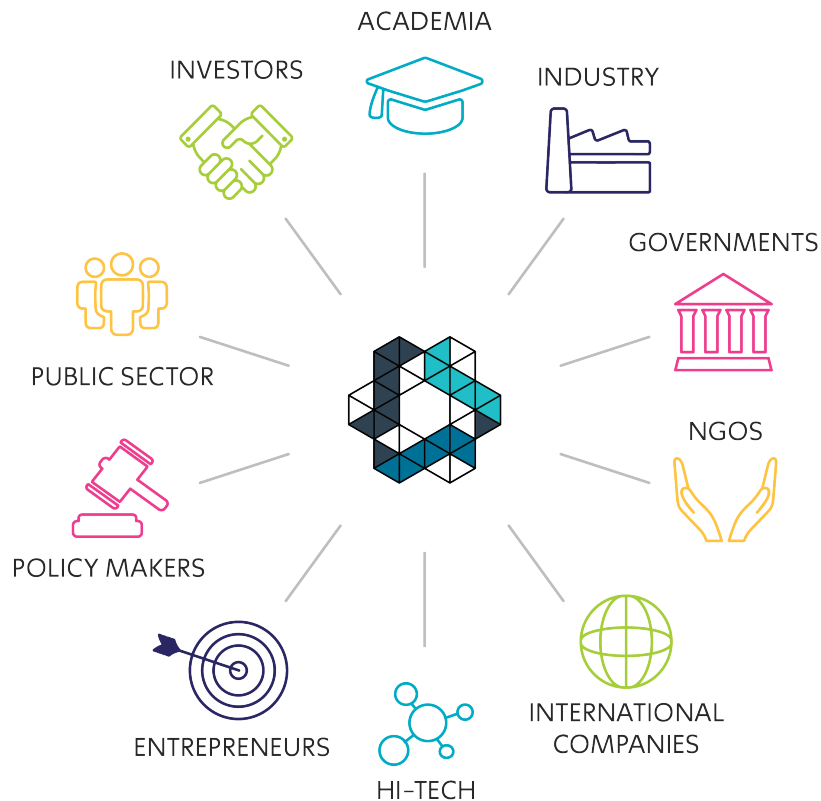
The EcoMotion Vision: Position Israel as a global innovation center for Smart Mobility





EcoMotion
Smart Mobility Community

Smart Transportation Community

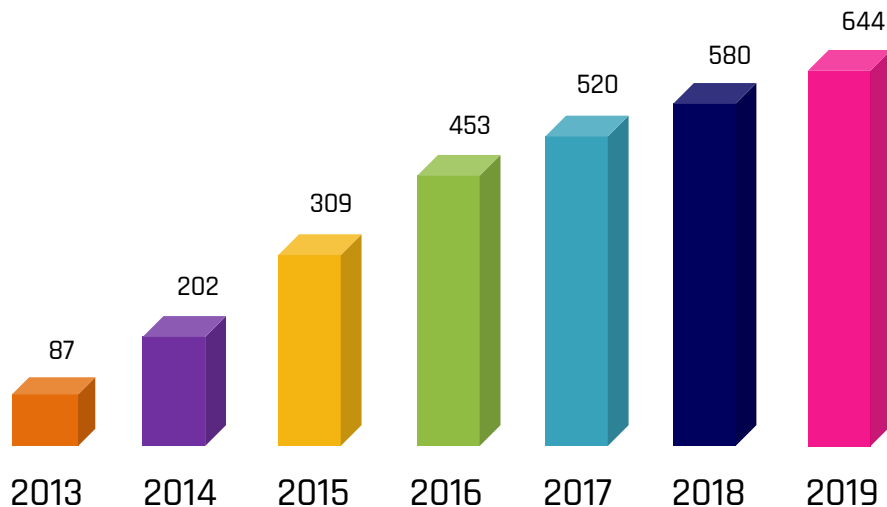




EcoMotion
Smart Mobility Community

2013-2019

Israeli Smart-Transportation Startups





Eco**Motion**
Smart Mobility Community

Community Startups Raised over 6.3 Billion \$ (since 2013)



via



Red Bend
Software



waze



engie

ARGUS
CYBER SECURITY



Valens



Arilou



MOBILEYE

otonomo



moovit



StoreDot

Gett



INNOVIZ
TECHNOLOGIES



Autotalks



iOnRoad™



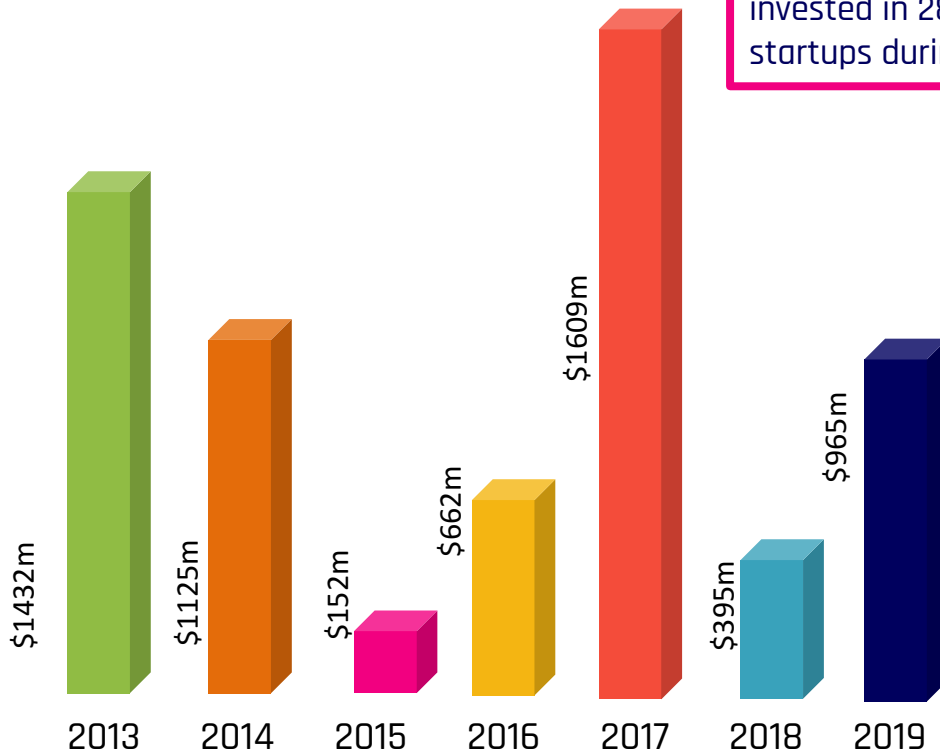
nexar



EcoMotion
Smart Mobility Community

\$6.3 Billion
invested in
Smart Mobility
Since 2013

Already \$965M
invested in 28
startups during 2019





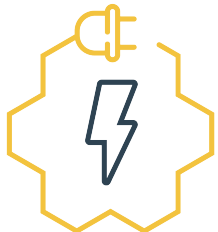
EcoMotion

Smart Mobility Community



**AUTONOMOUS
& CONNECTED**

User Experience
Cybersecurity
Safety
Sensors
Big-Data
Connectivity



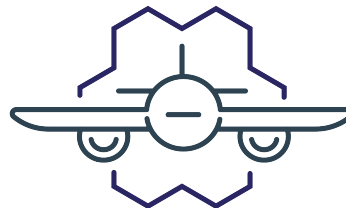
**ELECTRIFICATION
& ENERGY**

Energy-storage
Alternative Fuels
Charging stations
Energy Efficiency
Electric Vehicles
Engines



**MOBILITY
SERVICES**

Shared Mobility
Micromobility
Fleet Management
Public Transportation
Parking
Traffic Management
Mapping
Navigation
Logistics



**DRONES
& AVIATION**

UAV
Aviation
Aerial Vehicles
Unmanned
Aerial Systems



MARITIME

Shipping
Maritime
Port
Optimization



EcoMotion
Smart Mobility Community

EcoMotion Activities





Eco**Motion**

Smart Mobility Community

Multinationals Presence in Israel – OEM & Tier 1

Centers:



KONNECT | VOLKSWAGEN GROUP
INNOVATION TEL AVIV



SOMPO



RENAULT NISSAN MITSUBISHI



Yandex



BOSCH

faurecia

Partnerships:



• **A P T I V** •



NEC



HONDA



Scouts:

Continental

Porsche **Digital**



Honda Xcelerator

DENSO

CEVT

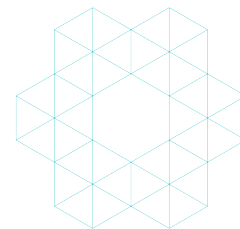
Satellite:





EcoMotion

Smart Mobility Community



Biggest Interaction with EcoMotion Community

EcoMotion Main Event



Fuel
Choices and
Smart Mobility
Initiative



Ministry of Economy and Industry



ISRAEL
INNOVATION
INSTITUTE

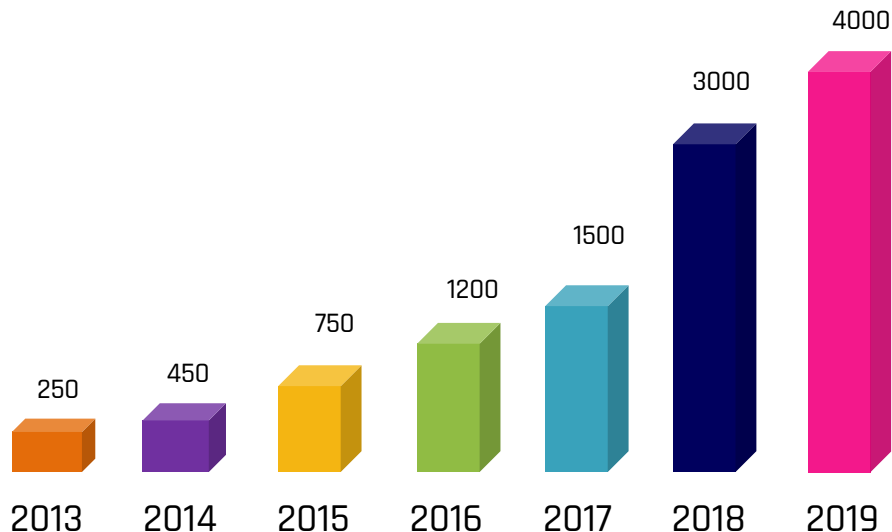




EcoMotion
Smart Mobility Community

2013-2019

Main Event Participant Throughout the Years





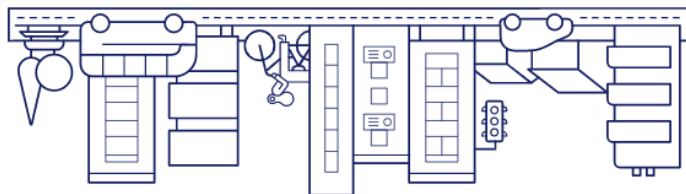
EcoMotion
Smart Mobility Community

Event Highlights



ECOMOTION WEEK 2019

TOWARDS THE TIPPING POINT 10 ————— 13 JUNE, TLV





EcoMotion
Smart Mobility Community

7th EcoMotion Main Event

June 11th , 2019



3800 Attendees from 44 Countries

135 Exhibiting Startups

1375 Companies

75 Partners

77 Main Stage Speakers

160 Workshop Speakers

27 Side events at EcoMotion Week





EcoMotion
Smart Mobility Community

2019 Main Event Partners

Platinum Partners



GENERAL MOTORS



Gold Partners



Silver Partners



Bronze Partners



BEYOND1435





EcoMotion
Smart Mobility Community

7th EcoMotion Main Event - Results

Phone interviews conducted on
the 105 startups that exhibited





EcoMotion
Smart Mobility Community

SAVE THE DATE – EcoMotion 2020



[Register NOW](#)

EcoMotion 2020 Agenda

Sunday | May 17

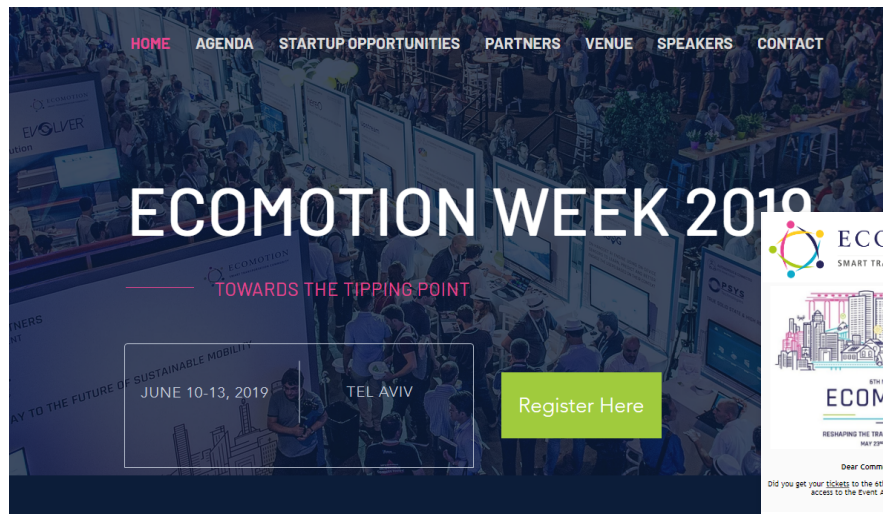
Monday | May 18

Tuesday | May 19

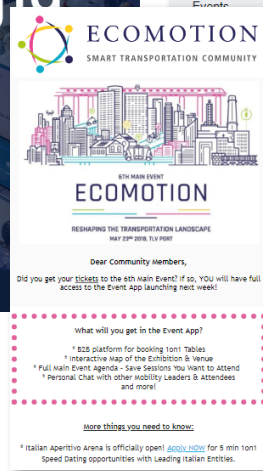
Wednesday | May 20

Thursday | May 21

Join the Community



EcoMotion.org.il
EcoMotionWeek.com



Facebook.com/Groups/EcoMotion
Facebook.com/EcoMotionIsrael



Move different

AUSTRIA IST ÜBERALL.

In Kooperation mit:

K Kreativwirtschaft
A Austria 
T



INTERAKTIVE Q&A SESSION

Wir freuen uns über eure Fragen!

Günther Schabhüttl

AußenwirtschaftsCenter Tel Aviv

E telaviv@wko.at

Tami Warshavski

Shenkar - Engineering. Design. Art.

E tami@shenkar.ac.il

Orlie Dahan

EcoMotion

E orlie@israelinnovation.org.il

Next Steps AußenwirtschaftsCenter Tel Aviv



Wirtschaftsmission



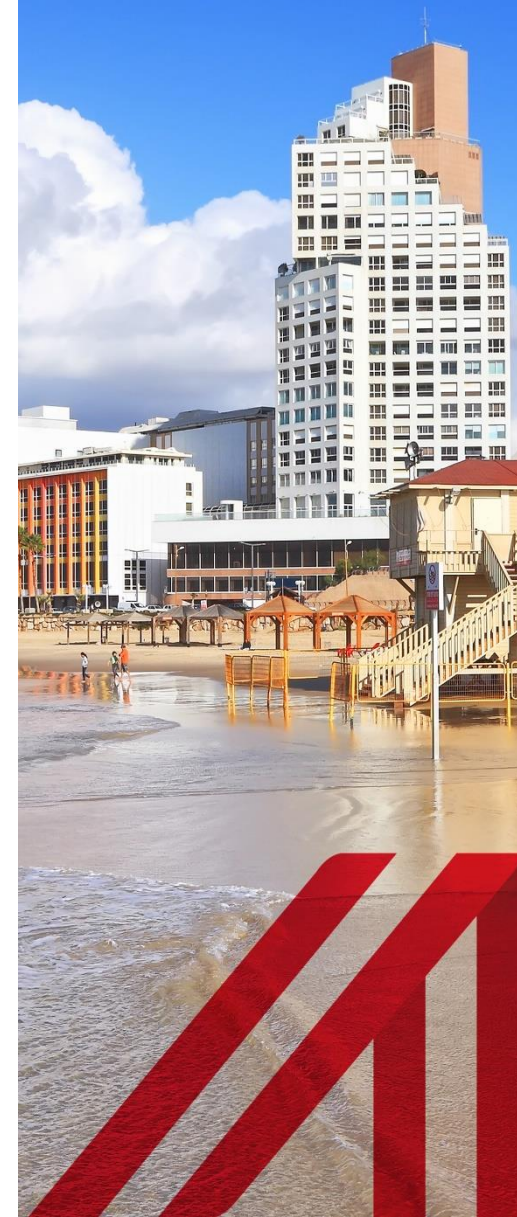
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AV: A Platform for Creativity | Create the Future of Personalized AV Services



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T WIRTSCHAFTSKAMMER ÖSTERREICH


AUSSENWIRTSCHAFT AUSTRIA

VIELEN DANK UND BIS
ZUM NÄCHSTEN
KREATIVWIRTSCHAFTS-
WEBINAR!