**Israel and Water**

In the context of global water challenges, Israel stands out for its innovative solutions and approach to water management. Here are some key points:

**Dependence**
- A primary resource for 1.4 billion jobs, and a secondary resource for 1.2 billion more, water is vital for nearly 80% of the global workforce.
- 70% of the world’s water withdrawals is channeled to agriculture.

**Scarcity**
- By 2025, half of the global population will be coping with water scarcity.
- If global water management continues as is, then by 2030 demand for freshwater will exceed supply by 40%.

**Quality**
- In 2015, 29% of the global population lacked a regular source of uncontaminated drinking water, and 61% lacked safe-management services for their waste.
- Two billion people worldwide draw their drinking-water from sources contaminated with feces.

**Global Water Tech Trends**
- Global water market value exceeds $600B
- Emerging industry behavior: Collaboration between key stakeholders, bundling of technologies and service offerings, consumer education in the developing world, and increased customer engagement.
- Hot Technologies:
  - IoT-enabled and data-driven solutions for smarter water management in everything from irrigation to water utilities.
  - Biofiltration-based water and wastewater treatment.

**Strengths of Israeli Watertech**
- Technological prowess: Israeli Watertech is augmented by the ecosystem’s famous expertise in biotech, security, sensors, data analytics, and IoT.
- Innovation out of necessity: Mostly an arid, desert country, Israel has had to excel in innovation to manage its scarce water resources.
- Outward-looking entrepreneurs: With a small domestic market, Israeli entrepreneurs direct their innovation for the international arena.
- Water Practices: Israel overcomes its water challenges through a combination of technological innovation, government initiatives, policies, and public–private partnerships.
ISRAELI WATER MANAGEMENT

Israel is the global leader in water reclamation, treating approx. 80% of its wastewater for reuse in agriculture.
Source: Bank Leumi le- Israel 2016

Most of Israel’s freshwater comes from its five desalination facilities, including the Sorek plant – the largest seawater reverse osmosis plant in the world.

Israel is a world leader of crop-yield to water ratio.
Source: based on OECD Observer 2015

Israeli exports of its water technology total $2B annually.
Source: Bank Leumi le- Israel 2016

ISRAELI WATERTECH COMPANIES BY SUBSECTOR

180+ innovative water companies*

- Water & Wastewater Treatment
- Irrigation
- Water Systems
- Water Network Management
- Desalination
- Domestic Use
- Water Quality Detection

*Some companies innovate in multiple subsectors

SUCCESS STORIES

Fluence offers a modular wastewater treatment solution, building quiet, odorless treatment facilities for local distribution.
Established through a merger between Emefcy and RWL Water in 2017

Indegy secures critical infrastructure such as water utilities, providing situational awareness and real-time security for industrial control networks.
Raised $12M in an A round in 2016.

Netafim invented drip irrigation in the 1960s and holds 30% of the global drip irrigation market.
Mexichem acquired an 80% stake in Netafim for $1.5B in 2017.

Desalitech leads its industry for its high-efficiency reverse osmosis (RO) systems.
Raised over $24M since its establishment in 2008. Listed among MIT Technology Review’s “10 Breakthrough Technologies in 2015.”

TaKaDu offers an automated, cloud-based platform that enables utilities to detect, analyze, and manage network events such as leaks and faulty assets.
Raised over $15M since establishment in 2009. Deployed globally, including by five separate utilities in Australia.

START-UP NATION CENTRAL IS YOUR BRIDGE TO ISRAELI INNOVATION.

Contact Start-Up Nation Central to help you access the Israeli Watertech sector, and to connect with relevant start-ups and industry figures.
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