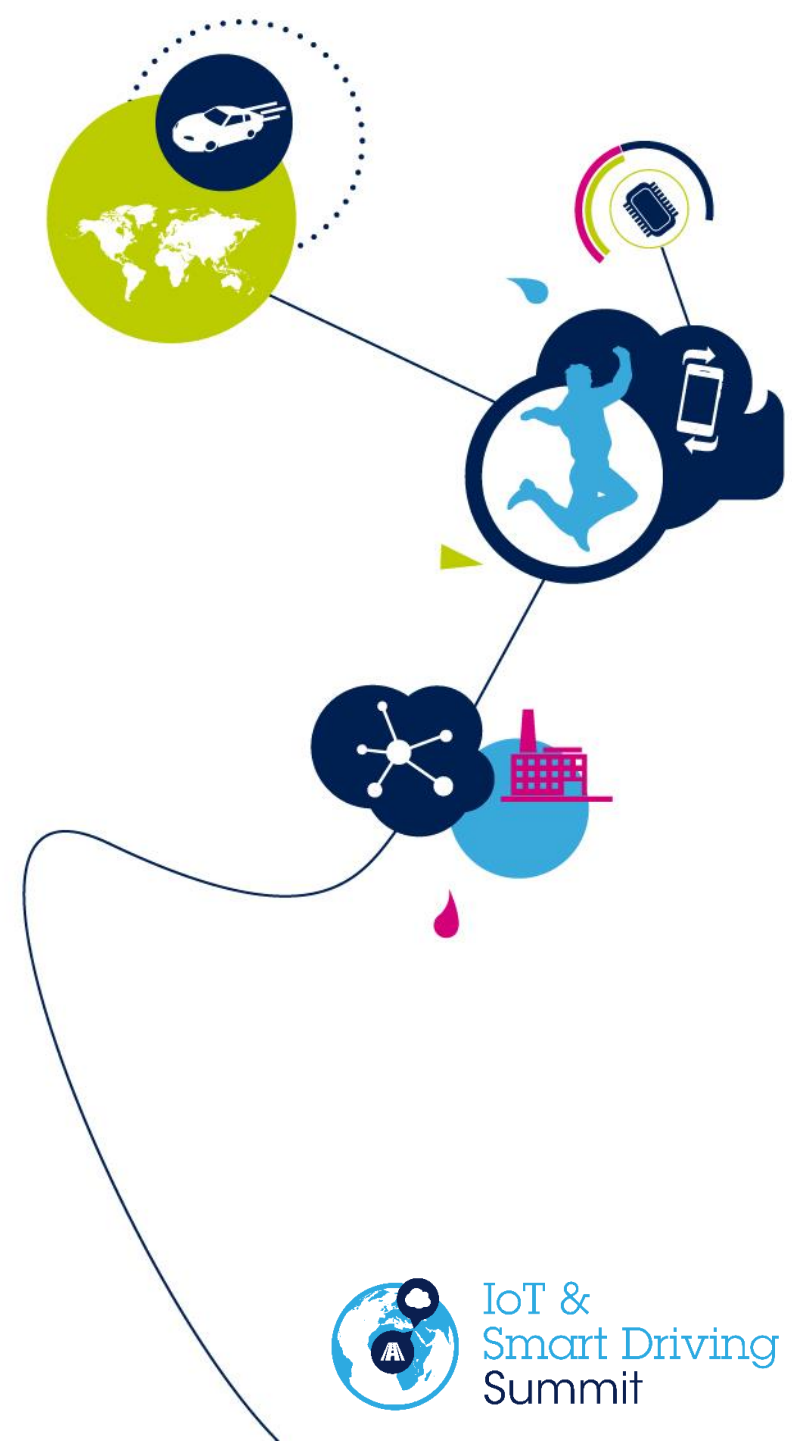


# Driving innovation in Israel

**Stephane Mordehay Chouchan**

Country Director, Israel



# Israel: the Country of Innovation

Entrepreneurial culture

Highly skilled human capital

Advanced technology oriented  
The highest concentration of high-tech companies after Silicon Valley, California



R&D represents 4.3% of the GDP

Incentives for R&D and Investment

Multi-sector innovation  
Internet, health & life sciences, cyber security, renewable energies, IT, aerospace, telecom, automotive, ...

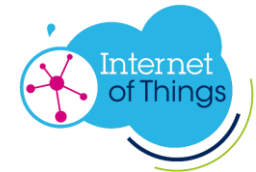
**Israel: a key growth driver for ST**

# ST in Israel



ST has been present in Israel for 15 years

- One of the top semiconductor players in Israel
- R&D, application development, customer support and sales activities
- Serving over 400 customers, supported by a large distribution network
- Over \$90 million of revenues in Israel in 2016
- Key realizations with valued partners in Smart Driving and IoT, in line with Israel market dynamics
- Continued innovation with ambitious projects and disruptive technologies



Over 40 employees  
in 2 locations

Netanya  
Kfar Saba

# Main Players in ST Ecosystem in Israel

ST Israel operates as an innovation booster in Israel leveraging on a strong ecosystem

## Education & innovation partners



## Strategic customers



## Makers and start-ups



## Design partners and mass market



## Distribution and EMS



# ST-up: The Start-up Accelerator

To **accelerate growth** of post-seed Start-ups  
through a comprehensive **mentorship program**

Facilitate



Ease access to ST's portfolio of products, technologies and development tools

Accelerate



Provide privileged access to ST resources for selected start-ups  
Accelerate the industrialization of their innovative products

Collaborate



Activate collaboration in the partner ecosystem  
Increase exposure

# ST: 30 years of life.augmented

What people believed  
30 years ago



*Machine will replace  
human being*

What we made



*ST stands for  
life.augmented*



Continuous  
learning spirit

*Everywhere microelectronics  
makes a positive contribution  
to people's lives*

***ST is and will be there***

# IoT & Smart Driving Summit

Israel 2017

