



Ministry of Economy and Industry
Foreign Trade Administration

Mobility and Automotive Location Israel

Israel's dynamic ecosystem

Over the past years, Israel has developed into a mobility innovation powerhouse. The number of mobility-related startups has sharply increased. Investor appetite has reached unprecedented heights.

Today, Israel is home to one of the world's largest technology hubs that has seen enormous growth, particularly in the mobility space. Since 2016, mobility startups have grown by 50%, from 400 then to over 600 in 2020. Israeli startups are highly sought after by global corporations for strategic alliances and acquisitions.

Vehicle manufacturers and suppliers

Global automotive manufacturers are steadily increasing their involvement in Israel. General Motors started this trend in 2008 by setting up a local R&D subsidiary in Israel. Since then, more than 20 automotive OEMs and OESs have opened local innovation and R&D centers in Israel. From Baden-Württemberg, companies like Porsche, Mercedes-Benz and Bosch have opened R&D Centers and/or invested in multiple Israeli companies.

Israel's strengths

Israeli companies are particularly strong in the following areas:

- Electric Mobility
- Autonomous / Automated Driving
- Smart Mobility
- Vehicle Technology
- Cyber Security

Israel and Baden-Württemberg – a perfect match

Israeli companies have an international outlook – cooperations with German and global companies are common and we encourage companies from Baden-Württemberg to get in touch with us so we can put you in touch with the companies and technologies that are relevant to you.



Ministry of Economy and Industry
Foreign Trade Administration

Our office in Munich

We, the **Israeli Foreign Trade Administration** in Germany, are part of the Israeli Ministry of Economy. The main fields of activity include activities for the promotion of trade and export, attracting and encouraging foreign investments and creating strategic cooperations with foreign companies.

Our team of dedicated Trade Officers works closely with Israeli companies as they start or enhance their business in Germany.

Please contact us to arrange introductions with Israeli startups and companies and for further information about the Israeli ecosystem and technologies.

We look forward to hearing from you!

Mrs. Wiebke Fischer
Senior Trade Advisor

wiebke.fischer@israeltrade.gov.il

<https://itrade.gov.il/germany/>