



# Regional Collaboration as a Lever for Prosperity and Stability

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# 1. Bridging structural gaps between business cultures

Structural and cultural practices in business differ between Israel and MENA countries, in relation to scale, risk, innovation, and more.

## Key Insights

- Israel as the 'Startup Nation' nurtures an innovation-based business culture
- Other MENA countries are traditionally more organized around large-scale projects
- This culture gap challenges collaboration on multiple levels (institutional, relational, etc.)

## Recommendations

- In parallel to direct collaboration efforts, third parties have a role to play in bridging the culture gap
- Those can be: Israeli & global project developers, solutions integrators, venture capitals funds, or consortia of startups and local corporates.

1. Bridging structural gaps between business cultures
2. Market access strategies
3. Government Focus and Assets Allocation

# 2. Market access strategies

Mapping key climate stakeholders and facilitating access to them

## Key Insights

Successful market penetration requires thorough mapping that includes:

- Understanding the national vision and prioritized challenges
- Identifying the key entities (regulators, distributors, corporates, etc.)
- Understanding their objectives and range of action
- Engaging with them

## Recommendations

- Market mapping and access should be facilitated through reports, online platforms, webinars & more
- Addressing the specific objective of the counterpart (local employment, ecosystem development, etc.) is key
- G2G framing agreements are extremely useful to open the door for B2B deals
- International organizations (development banks, think tanks, etc.) often are a key stakeholder for financing, access facilitation etc.

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# 3. Government Focus and Assets Allocation

Aligning Israeli governmental strategy and assets deployment with regional climate needs.

## Key Insights

- Though some national strategies exist (hydrogen, agrovoltaic), they are not integrated into regional strategies
- Certain sectors have high potential for regional collaboration: clean hydrogen, food security (agri-tech, food tech), waste-to-X technologies

## Recommendations

- Prioritize the high-potential sectors and adopt a regional collaboration strategy for those sectors.
- Offer the possibility of a public endorsement of a private company
- Allocate national resources to the prioritized high potential sectors
- Coordinate bilateral pilot sites for innovative solutions

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