



Medical Market



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The Israeli government strongly supports the biotechnology industry with programs to match research funding, establish technology incubators, and encourage international cooperation. In the past few years, research emphasis has shifted from the development of diagnostics and agricultural products to new pharmaceuticals and biopharmaceuticals. Currently, pharmaceutical and diagnostics firms represent 72% of the industry.

Market Potential

The Israeli biotechnology industry has yet to achieve the level of maturity and development of its competitors, particularly when compared to the United States, Canada, Germany and the United Kingdom. However, the potential for progress is significant because of strong government support and the emergence of several large- and medium-sized firms with sufficient infrastructures to develop and test drugs.



Characterized by a high level of competition, Israel is expected to become a centre for the development of biopharmaceuticals and generic medications. Currently, Israeli biotechnology firms tend to sell their early stage technology to international

investors or multinational concerns, rather than take the risk to develop the product further. Combining Canadian and Israeli talents could see additional development in both countries in this sector. Best prospects for growth in the industry are in bio-electronics, pharmacogenomics, proteomics, bio-informatics and structure-based drug design.

Opportunities

Opportunities for Canadian companies in this market include research partnership and technology transfer agreements. There are also opportunities to work cooperatively with Israeli companies to conduct clinical trials.

Canadian companies interested in fostering research and development relationships with Israeli companies are encouraged to consult the Israeli Industry Centre for Research and Development (known as the MATIMOP Program). This is a public nonprofit organization that promotes joint industrial development of advanced

technologies. The MATIMOP Web site at www2.matimop.org.il contains a database outlining cooperative program opportunities that span a range of advanced technologies.

See Potential?

To learn more about these market opportunities, the competitive environment, and market entry strategies, read the full report, *The Biomedical Market in Israel*. The report, prepared by the Market Research Centre of the Trade Commissioner Service, is available on-line at www.infoexport.gc.ca

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