

HORIZON

SEPTEMBER 2022

MAGAZINE

Marks the second
Anniversary of the
Abraham Accords

Technology
Climate
Production
Economy
Geo-Politics
People
Business



TOP EXECUTIVE
BUSINESS
MAGAZINE



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POINTER COMING SOON TO UAE

Pointer is part of PowerFlex® a global leader and provider of subscription-based wireless IoT and M2M solutions for securing, controlling, tracking, and managing high-value enterprises. To increase efficiency and productivity, reduce costs, and improve profitability.



POINTER
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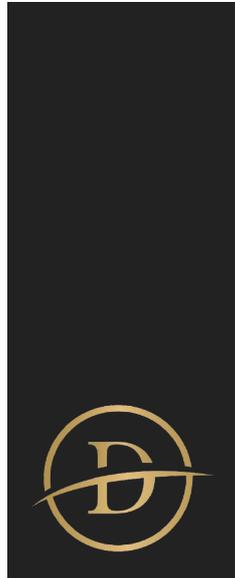
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Learn more about our solutions

www.pointer.com

THE CHAIRMAN LETTER



Dear friends, colleagues, and readers

We at "Solomon Capital Group" believe that bridging gaps between people is a precondition for bridging the gap between businesses.

This magazine aims to facilitate this mission of bridging gaps by providing a very professional platform for the exchange of ideas and providing information and news, creating ties and business between Israel and the UAE.

We at Solomon Capital Group serve top Israeli, Emirate, and global corporations as an institute to plan and execute significant business transactions (M&A, business development, and financial services).

Enjoy your reading,

I would love to meet you in the next edition as well.

11/11/10 313
David Solomon
Chairman of the Board
Solomon Capital Group



2 year anniversary for the diplomatic relations between the UAE and Israel

We are celebrating the 2 year anniversary of the diplomatic relations between the UAE and Israel as part of the Abraham Accords. Like any relationship, there is constant work to be done. We are still getting to know one another and realizing new partnerships, but we have accomplished a lot since the historic signing two years ago.

There have been hundreds of business delegations and visits, tens of MOU's and agreements, an announcement of a 100M USD joint Israel-UAE government R&D fund, trade between the countries that reached 2B USD and 1 free trade agreement.

The heart of these evolving collaborations is based on mutual strategic needs and long-term visions. Israel's ecosystem has a lot to offer to the UAE's economy in terms of innovation and technological solutions, specifically in the life sciences, Cleantech, agtech, cyber and fintech, and more.

On the other side of these relations it provides opportunities for Israeli companies to enter the UAE, and moreover, see the UAE as the gate for expansion in the GCC region and greater Middle East North Africa.



Aviad Tamir, Head of Israel's Economic & Trade Mission to the UAE

There have been hundreds of business delegations and visits, tens of MOU's and agreements, an announcement of a 100M USD joint Israel-UAE government R&D fund, trade between the countries that reached 2B USD and 1 free trade agreement.

One of the major achievements of both nations is the Free Trade agreement between the nations. It is expected that the agreement between Israel and the United Arab Emirates, also known as CEPA (Comprehensive Economic Partnership Agreement), will increase the volume of annual trade between the countries to approximately 3 billion dollars in the next five years.



With the entry into force of the agreement in the coming months, over 96% of the items in the customs tariff of the parties will receive customs duties concessions; over 72% of which will be duty-free immediately upon entry into force of the agreement and the rest will decrease gradually over a number of years, receive partial reductions or will be imported under a duty-free quota.

Trade and exports play a central role in Israel's GDP, with exports accounting for 30% of Israel's GDP. The trade agreement will contribute to strengthening bilateral relations with the Emirates and it will be an important growth engine for Israel's GDP. The agreement will provide opportunities for the Israeli industry and technology companies to expand operations in new markets, create new partnerships with local players, purchase quality raw materials at discounted prices and increase exposure to leading technologies and research infrastructures.

On top of that, since the United Arab Emirates is a major regional trade center, the trade agreement will contribute to diversifying import sources and increasing competition in Israel, and thus will also bring down the cost of living.

The trade agreement is also expected to contribute to strengthening investments in infrastructure and tourism projects on both sides. Since the normalization of relations with Israel, over 250,000 Israelis have visited the Emirates, of which thousands are business visits, with the expectation of the number of visitors increasing with the launch of more and more daily flights between the countries, which are operated by, in addition to the Israeli companies, 4 local airlines - the latest of which is Emirates.

Israel's Economic & Trade Mission at the Embassy of Israel to the UAE is here to assist Israeli and UAE companies. Assisting Israeli exporters to penetrate and expand their activities in the United Arab Emirates market.

On the other hand, serving as a source of information for the Emirates to ensure that corporates and investors from the UAE can tap into everything that Israel has to offer, as a vibrant global hub of innovation.

Israeli Startup Salignostics Set to Mass Market the World's First Rapid Saliva-Based Pregnancy Test



From right to left: Yoav Neuman, Avraham Novogrochki, Raluca Cohen, Guy Krief, Aaron Palmon and Omer Deutsch

SaliStick's cost-effective, quick, and non-invasive method of detecting pregnancy leverages saliva-based hormone detection technology pioneered by Salignostics and delivers accurate results in few minutes.

Israeli startup Salignostics, the developer and provider of rapid saliva-based tests, is stepping up its efforts to mass market SaliStick – the world's first rapid saliva-based pregnancy test kit. The kit, whose commercialization of is set to begin early next year, has obtained European CE certification and Medical Devices and Accessories approval from Israel's Ministry of Health.

SaliStick's cost-effective, quick, and non-invasive method of detecting pregnancy leverages saliva-based hormone detection technology pioneered by Salignostics and delivers accurate results in no more than 15 minutes. The test kit was presented at the Medica 2021 Trade Fair in Germany, where it attracted massive attention from the European media and visitors.

SaliStick comes individually wrapped for hygienic purposes and has a handheld applicator for collecting saliva. Once the sample is collected (about one minute), the applicator is replaced via an intuitive twist and click mechanism into the compact analyzing unit while the results are analyzed. These results are then displayed on the results window, where two lines indicate a positive test and one line means negative. The company has also finalized a beta version for smartphone applications that provide a digital interface.

The company was also recently REGISTERED as a certified manufacturer by the UAE MINISTRY OF HEALTH & PREVENTION.

Results are derived exclusively on saliva analysis and are based on a platform technology. As the technology is not biomarker specific, it can be replicated and used for multiple applications and use cases—for example, COVID-19, Malaria, H.Pylori, and others, which have shown to be accurately detected utilizing this technology in saliva.

Salignostics has completed a 510(K) initial Q-submission of SaliStick to the FDA in the US. The company has successfully completed clinical trials in Israel on more than 350 women, both pregnant and non-pregnant, and has completed thousands of analytical trials.

To support the development, commercialization, and marketing efforts of its test kits over the globe, Salignostics has recently closed an \$8 million Series A financing round from private investors headed by angel investor Avigdor Orlinsky.

Salignostics was founded in 2016 by a team of researchers at the Hebrew University of Jerusalem, who have many years of experience in cracking the secrets of saliva: **Professor Aaron Palmon, a world-class researcher in saliva. Served as a Dean of the Hebrew University-Hadassah School of Dental Medicine and was recently appointed Vice President of research and development at the Hebrew University;** Dr. Omer Deutsch, who serves as CEO; Dr. Guy Krief, who serves as Deputy CEO and Director of Business Development; Dr. Raluca Cohen, who serves as Chief Scientific Officer; and Dr. Yoav Neumann, who serves as Senior Researcher. The chief commercialization officer is Mr. Avraham Novogrochki (Novo). Novo is one of the leading executives in Israel with over 35 years of managing big public companies in Israel including Africa Israel Investment.

The company has raised a total of \$16 million to date. The capital will also support the launch of a new plant that is currently under construction in the Lavon Industrial Zone in Northern Israel.

The company's management considers the UAE as a gateway to the GCC. This is why we plan to establish the regional centre in the UAE. That goes along with mobilizing additional capital to meet expansion needs. Said Professor Aaron Palmon.



Following years of scientific research in saliva, the five founders began commercializing their intellectual property and developed user-friendly products to accurately detect a range of physiological conditions including pregnancy and COVID-19 on the basis of simple saliva samples. Among other things, the company developed products to detect malaria, cardiac risk, Helicobacter pylori, and other diseases. During the development of the tests, the company raised pre-seed and seed capital from private investors and received four grants from the Israel Innovation Authority.



Saliva is the key to rapid diagnostics for a variety of medical reasons.

Quintessentially it is the only non-invasive, easy, and hygienic means to detect hormones, viruses, and even diseases.

Professor Aaron Palmon



Salignostics. "With SaliStick, we are leveraging the powerful diagnostics abilities we have been able to create from analyzing saliva. We are delivering a product that completely removes the need for blood and urine samples when testing for pregnancy.

Avraham Novogrochki (Novo)

UAE Foreign Ministry and Etihad Credit Insurance jointly promote UAE trade

The Ministry of Foreign Affairs and International Cooperation and Etihad Credit Insurance (ECI), the UAE's federal export credit company, have signed a Memorandum of Understanding (MOU).

The Parties set out a framework enabling the facilitation of trade and investment and It also outlines the Federal Export Credit company's role in providing trade finance support to businesses and organizations, delivering expert advice on political and commercial risks, and offering training workshops on investment.

"Expanding trade and investment is of vital importance to the UAE's future growth. We are looking forward to working closely with Etihad Credit Insurance to ensure that we support our national exporters and enhance trade and investment flows globally. I have no doubt that our cooperation will facilitate further development of a sustainable, diversified, and competitive knowledge economy." said Abdunasser Alshaali Assistant Minister of Economic & Trade Affairs.



Abdunasser Alshaali Assistant Minister
Economic & Trade Affairs



Mr. Massimo Falcioni, CEO of ECI,

Etihad Credit Insurance is the UAE's Federal export credit company, established to support the development of the country's non-oil exports, trade, investments, and strategic sectors by bolstering the competitiveness of small and large businesses in the local and international markets.

Since its establishment in 2018, Etihad Credit Insurance has been developing strong bilateral trade relations to enhance opportunities for the country's export sector. The UAE Federal Export Credit Company continues to implement its mission to ensure that UAE non-oil exports and re-exports are not unduly affected due to a lack of insurance or trade finance. As of 2022, Etihad Credit Insurance has signed 21 MoU with government export credit agencies worldwide and facilitated AED27 billion in non-oil exports from UAE-based companies to 110 countries.



Through commonly agreed-upon goals and objectives, this new agreement between the state-owned institutions will widen export-related opportunities between the UAE and other countries.

Etihad Solutions

- **Exporters & Re-Exporters**
 - Short-Term Trade Credit Insurance
 - Medium & Long Term Trade Credit Insurance
- **Project Financing**
 - Foreign Investment Insurance Policy (FIIP)
- **Private Credit Insurers**
 - Top up policy
- **Banks & Financial Institutions**
 - Loss Payee
 - Factoring
 - Letter of Credit Confirmation
 - Surety Bonds
- **International Cooperation - ECAs**
 - Re-Insurance
 - Co-Insurance



Can Agritech Solve Food security problems

A 20% decline in
arable land per
capita from 2000
to 2030

Value chain
losses are more
than 35%

Yields on key
crops
exhibit
uncovered
potential of 30%



What is Food Security?

All people, at all times, have physical, social, and economic access to an adequate amount of healthy and nutritious food.

The four pillars of food security are: availability, access, utilization, and stability:

Food availability: The availability of adequate quantities of food of appropriate quality, provided by domestic production or imports.

Access to food: Individuals have access to adequate resources to obtain appropriate food for a nutritious diet (e.g. through money).

Utilization: Utilization of food through adequate diet, clean water, sanitation, and health care to reach a state of nutritional well-being where all physiological needs are met.

Stability: To ensure food safety, the person must have access to adequate food at all times.



Climate change, population growth, energy supply, and water scarcity are putting pressure on world food systems on a scale that was not yet known.

Agriculture science and technology must address these challenges to global food security.

Challenges to achieving food security

Global water crisis

Water shortages are already boosting heavy grain imports in many countries.

Land degradation

Some 40% of the world's agricultural land is severely degraded. According to UNU, if current trends in soil degradation continue, Africa may be able to feed only 25% of its population by 2030!

Climate change

Over the coming decades, climate change and environmental stresses will have significant but uncertain impacts on global food security.

Agricultural diseases

Diseases affecting livestock or crops may have devastating effects on food availability, particularly if emergency plans are not in place.

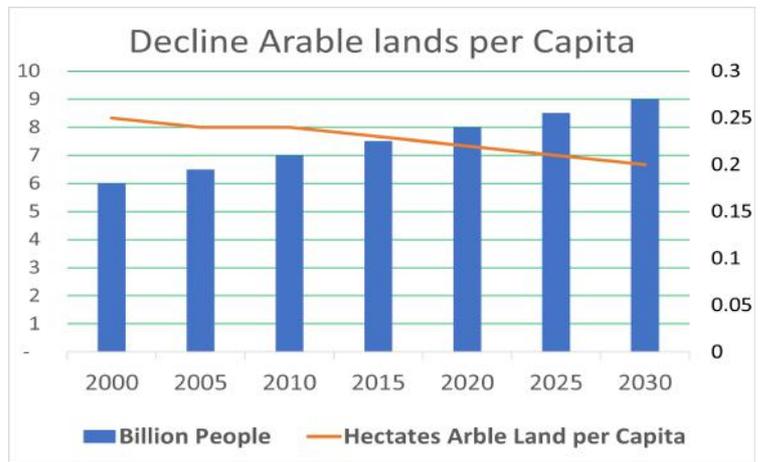
Global food security is on the brink of severe challenges in the future. On the one hand, the global population is growing (from around 6 billion in 2000 to around 9.6 billion in 2030) and the demand for food will be 60% higher.

But at the same time, we are facing urbanization, climate change, water shortages, and soil degradation, and arable will decrease dramatically. In view of this, it is clear that arable land per inhabitant will decrease by 20% or more.

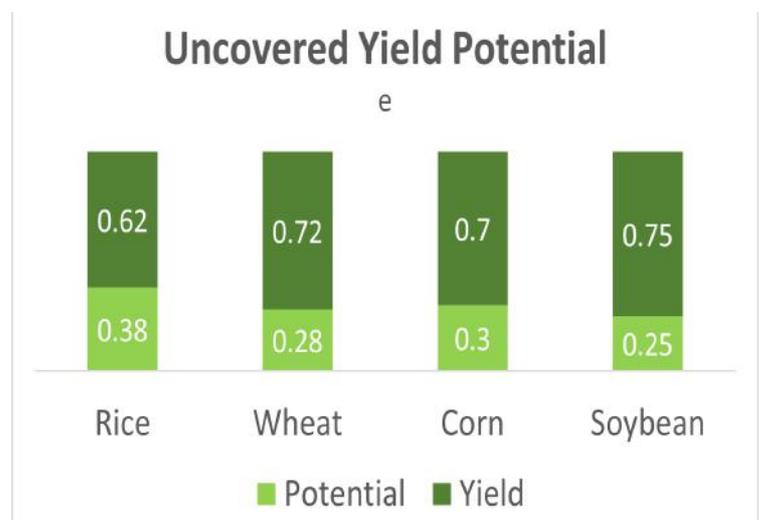
Moreover, uncovered yield potential and value massive Chain Loses [from Harvest to Consumption].

Uncovered yield - we are facing significant uncovered crop yield potential, Yields on key crops such as rice, wheat, corn, and soybeans exhibit an uncovered potential of 30%.

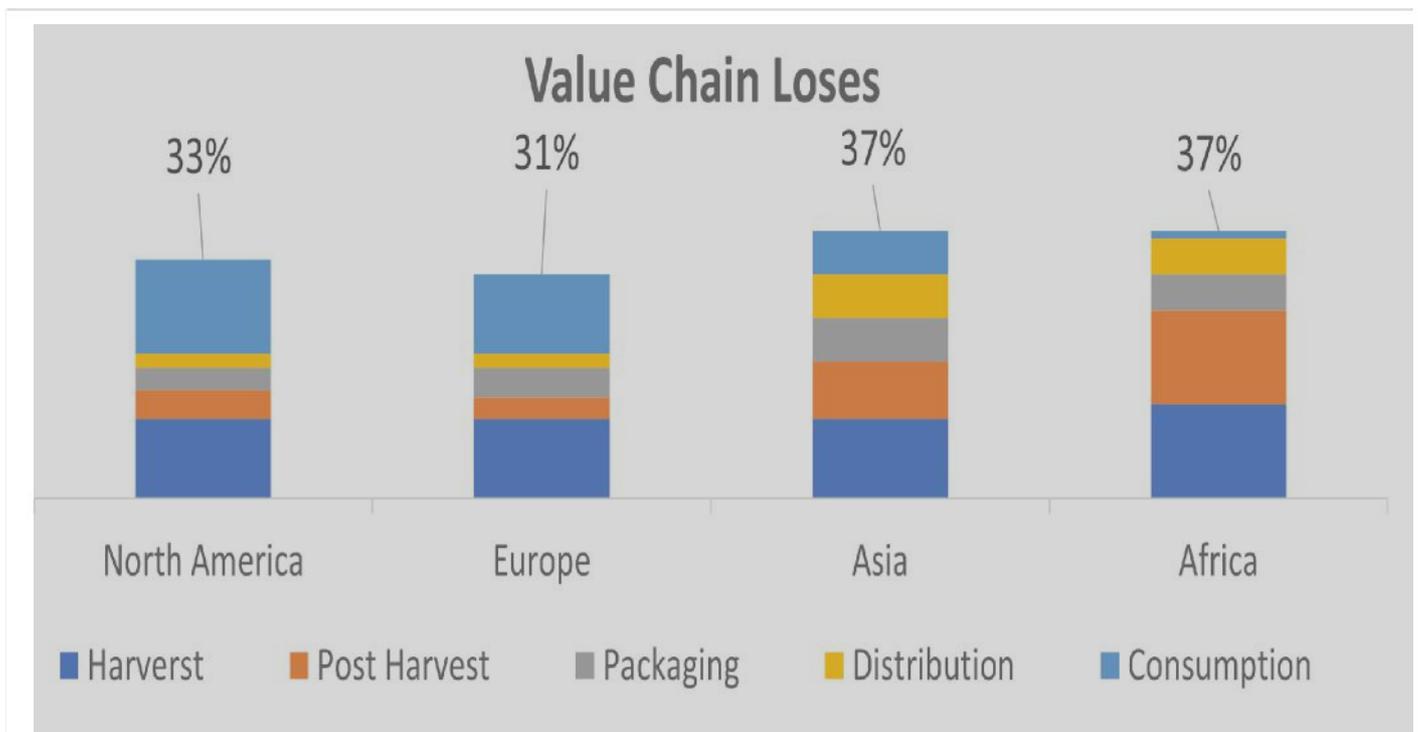
Value chain losses - are very massive all over, about 10% of losses are related to harvest, Food processing, and packaging account for about 10%, and distribution, and consumption for another 15%.



A 20% decline in arable land per capita from 2000 to 2030



Yields on key crops exhibit uncovered potential of 30%



Agritech to Produce More with Less, More Food Less Resources

Agritech's main trends are strongly influenced by food needs and global challenges such as faster population growth and urbanization, deteriorating land and water resources, and ecological awareness. All these factors shape trends in agricultural technology.



Digital Transformation

The digital revolution is one of the key factors influencing Agritech solutions, promoting the development of new sensors and big-data systems that enable more precise and predictive farming, increasing yields and reducing cost.

Robotics and Automation

Robotics and automation have increased efficiencies, allowing the development of new agricultural practices and facilitating processes.

Supply Chain Efficiency

Demand to increase supply chain effectiveness, reduce food waste has prompted farmers to improve post-farm supply chains using new technologies and processes.

sustainability

Raising environmental awareness demands more sustainable agricultural processes, better traceability, guaranteed product safety and improved nutrition.

IoT and optimized crop monitoring

The most prevalent trend is the Internet of Things (IoT), which enables the growth of crops.

Efficient grow lighting and sensor technology

Farmers are focusing on the adoption of smart, efficient, environment-friendly technology.

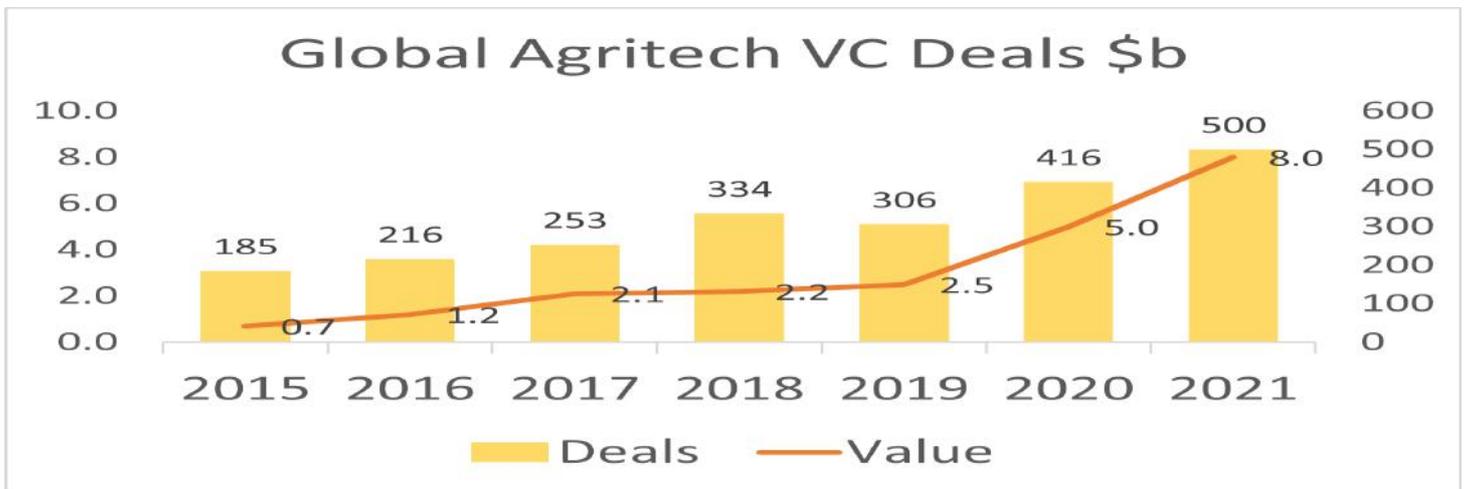
AI driving AgriTech

Advancements in Artificial Intelligence (AI) are boosting prediction accuracy, offering real-time insights on weather events, crop classification, and diseases of plants.

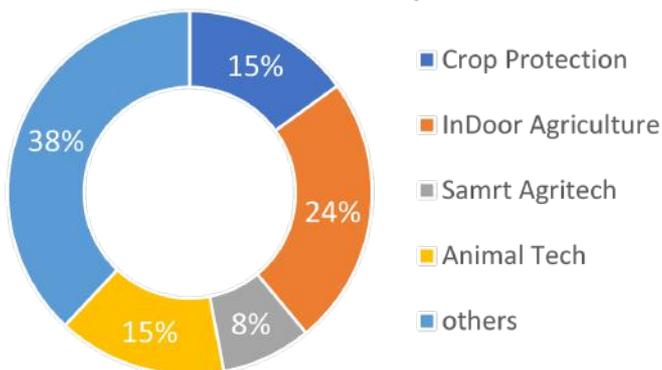


Global Investment in Agritech

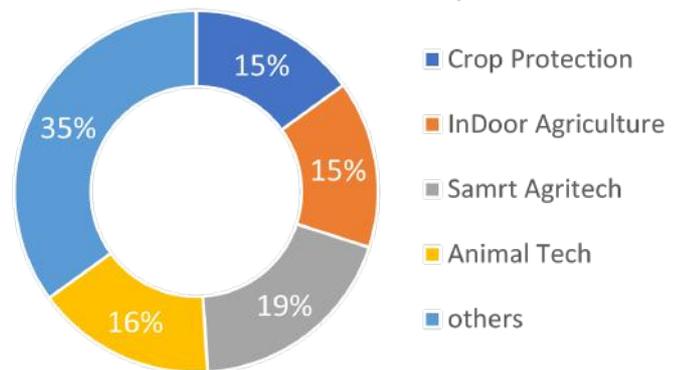
Agritech investments amounted to \$5.0 billion in 2020. These investments generated 416 transactions. It is double the sum generated in 2019, and about a third of the \$15.9 billion raised in aggregate across subsectors such as indoor agriculture since the start of 2010.



VC Investments in 2020 by deal value



VC Investments in 2020 by deals



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Pointer's Food Security IoT Solution Provides Complete Real-Time Visibility of Food Production and Distribution

It is a well-known fact that the world is facing a global hunger crisis of unprecedented proportions. The worldwide pandemic, the effects of climate change, and the war in Ukraine created global food shortage, leading to malnutrition and hunger becoming a first-world problem.

The UAE made food security a national guideline, in order to ensure that all citizens have access to sufficient, safe, and nutritious food, to realize an active and healthy life at affordable prices, even in the event of emergencies and crises. This can be achieved by monitoring and managing food quality in production and efficient food distribution using advanced cutting-edge technologies.

Pointer's Technology Contribution to Food Security

Pointer integrates IoT solutions in leading Israeli companies in the food and agriculture industries, enabling them to gain complete real-time visibility of the entire process from production, through storage to shipment and delivery, using advanced software, easy-to-use dashboards, and user applications. It provides real-time data and alerts for any deviation in the cargo's storage conditions, including temperature and humidity, and the opening and closing of pumps and tanks.



How Does It Work?

Pointer's CelloTrack Nano and MultiSense/CelloSense devices offer major enhancements to the standard data loggers which are commonly used in the food and beverage industry. The system reports highly accurate location data and includes a smart wireless hub and sensors that operate on Bluetooth Low Energy technology.

By adding location (GPS) and real-time monitoring capabilities to the standard offline loggers, each link in the logistics chain can take on-the-fly appropriate action when deviations from the set temperature, humidity, light, and magnetism thresholds occur, to prevent the goods from being compromised or spoiled.

Pointer's IoT Solutions Selected by Leading Players in the Food Industry

Due to their eminent advantages, Pointer's IoT sensors were chosen by large leading companies to monitor and ensure proper environmental conditions including temperature and humidity levels. Our technology monitors refrigerators, freezers, cold rooms clean rooms, and containers, and safeguards the production of quality products, to ensure it's suitable for sale to food chains. It also serves Israel's water, environment, and agriculture industries.

Marina

Marina is one of Israel's leading fruit and vegetable growing and distribution companies, specializing in refrigerated distribution to hotels, coffee shops, restaurants, and supermarket chains. Pointer's IoT solution was selected to monitor and control the temperature and humidity throughout the growing greenhouses, monitoring anomalies and managing an alert system while supporting the requirements of the Ministry of Health in transporting.



Bactochem Laboratory

Bactochem is a leading Israeli laboratory that provides advanced analytical and biological testing services with applications in microbiology, chemistry, and phytopathology. This laboratory provides services to Israeli food, water, environment, agriculture, and pharmaceutical industries. Pointer's IoT solution was selected to monitor and control the temperature of stored samples in refrigerators, freezers, cold rooms and clean rooms.



Golan Heights Dairy

The Golan Heights Dairy is a well-known dairy that produces fresh and durable dairy products and fresh and durable milk substitutes, distributing to major food retail chains. Pointer's IoT solution was selected to monitor the temperature in cooling rooms and was able to identify that their cooling unit wasn't freezing as required, thanks to the sensors that provided deviation alerts, enabling the dairy to save a substantial amount of money on goods and in the cooling system repair.



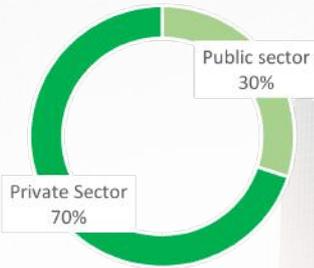
About Pointer

Bactochem Laboratory Pointer is part of PowerFleet® Inc. (NASDAQ: PWFL; TASE: PWFL) It's a global leader and provider of subscription-based wireless IoT and M2M solutions for securing, controlling, tracking, and managing high-value enterprise assets such as industrial trucks, tractor trailers, containers, cargo, and vehicles and truck fleets. The company is headquartered in Woodcliff Lake, New Jersey, with offices located around the globe. PowerFleet's patented technologies address the needs of organizations to monitor and analyze their assets to increase efficiency and productivity, reduce costs, and improve profitability. Our offerings are sold under the global brands PowerFleet, Pointer, and Cellocator.

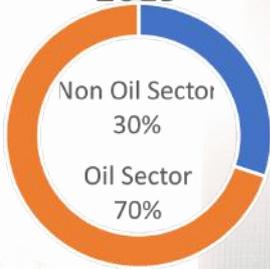


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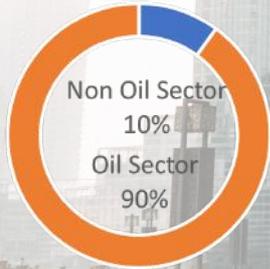
Investments 2019



2019



1971



GDP (ppp)
Per Capita
2021

\$78k

Trade
of GDP

30%

Population
2022

9.2m

DUBAI sets a higher committee for future technology and digital economy

By **David Solomon, Chairman**
Solomon Capital Group



The new committee will develop policies and analyze the trends of the digital economy and future technologies. Including AI, blockchain, Web3, virtual reality (VR), augmented reality (AR), the Internet of Things (IoT), data centers, and cloud computing in Dubai.

The Committee will monitor the implementation of strategies for the digital economy and future technologies in Dubai.

The committee's vision strengthens Dubai's status as a global hub of innovative new concepts and disruptive business and technology models by deploying leading-edge technologies in key sectors to improve people's living standards.

The Committee also plans to attract international businesses and conferences specializing in the technologies of tomorrow and the digital economy. It will also develop strategic partnerships with entities working in the digital economy worldwide.



Prince Sheikh Hamdan bin Mohammed will be body's chairman



We are working as a team to enhance Dubai's position as a global birthplace and a research laboratory for future technologies and one of the world's top 10 metaverse economies.

This announcement could be the most appealing for many Israelis in the digital economy and future technology sectors. Companies that like to enter UAA, GCC and other international markets.

Exelot in the Spotlight



We have intelligently formulated a sophisticated algorithm that covers the end-to-end management and landscape analysis of the entire cross-border e-commerce logistics operations.

In the last few years, there has been a rise in the e-commerce market, fueling up the logistics and distribution sectors. With the quick expansion of international trade, every day, the number of parcels delivered has climbed dramatically with the rapid development of e-commerce. However, worldwide logistics and distribution are falling behind, and they are unable to keep up with the rapid expansion of online purchasing.

Prior to the COVID-19 pandemic, cross-border e-commerce sellers suffered warehousing backlogs, inability to ship, and difficulty updating package information online. Several retailers were losing hundreds, if not thousands of dollars, of future sales and customers as customer satisfaction is primarily dependent on delivery efficiency. Exelot was one of the early companies that began to acknowledge this issue and were on a mission to solve it.

Exelot's methodology was created with the cooperation of experts to assist e-retailers in dealing with significant losses and logistics challenges, directly leading to an increase in their cross-border sales.



Daniel Cohen, Founder and CEO

Exelot's journey began when Daniel Cohen (Founder and CEO at Exelot) and Izacac Varsanno (Co-Founder and CTO at Exelot) came together as founding partners.

Previously, Daniel Cohen served as Vice President of business development and marketing for several high-technology companies. This was before spending around four years as Vice President of business development and strategy at the Israel Post.

Varsanno was the Chief Program developer at MAANA, formerly part of the Computer and Information Systems Center of the IDF, working on logistics software development. Since then, Varsanno has served as Director of Development and CTO for several companies, including IT Infrastructure Manager for Partner Communications Co. After the establishment of Exelot, members of Alibaba Group from China, graduates of FedEx, Aramex, and recently also Amazon and Yaakov Gazit, who managed foreign trade at Israel Post, joined the company.

Logistics is a complicated niche. From the rules and regulations to the finance aspect, as well as the geographic challenges and more, the equation contains so many unique parameters that we are in full awareness of thanks to our experience and expertise.

Exelot has intelligently formulated a sophisticated algorithm that covers the end-to-end management and landscape analysis of the entire cross-border e-commerce logistics operations.

This algorithm does not just offer you a solution; it calculates the multiple variables of the logistic chain – capacity, capabilities and price factors (to name a few) and therefore leads you to a solution that caters to your ideal logistical journey from A-Z.

The Co-founding duo believes that in 2022 it will strengthen the global leadership of Exelot platform as an essential technological element of the e-commerce cross-border logistics B2B2C chain.

As a part of the industry Exelot, together with other players, has to find new ways and solutions, to reduce the footprint of e-commerce logistics, trying to make a more environmentally friendly impact.

This is in addition to social and inclusivity factors that we, as a modern company find to be extremely important. Cohen says, "I see great companies from Israel who were just start-ups only a number of years ago and now they lead the market and become public companies.

Just to mention a few: Global-e, Wix, Bringg, Monday, or Payoneer. These companies are doing so by diversified solutions for e-commerce and also for other industries – whether this is in cross border expansion, delivery solutions, enterprises management or fintech and payments."

"I do believe that it became and essential part of our job to also include solutions which will assist to save our earth" "I think that this phenomenon takes our industry a step forward and into a more sophisticated arena," adds Varsanno. Hopefully now you can truly see why our motto is 'Express it your way!'



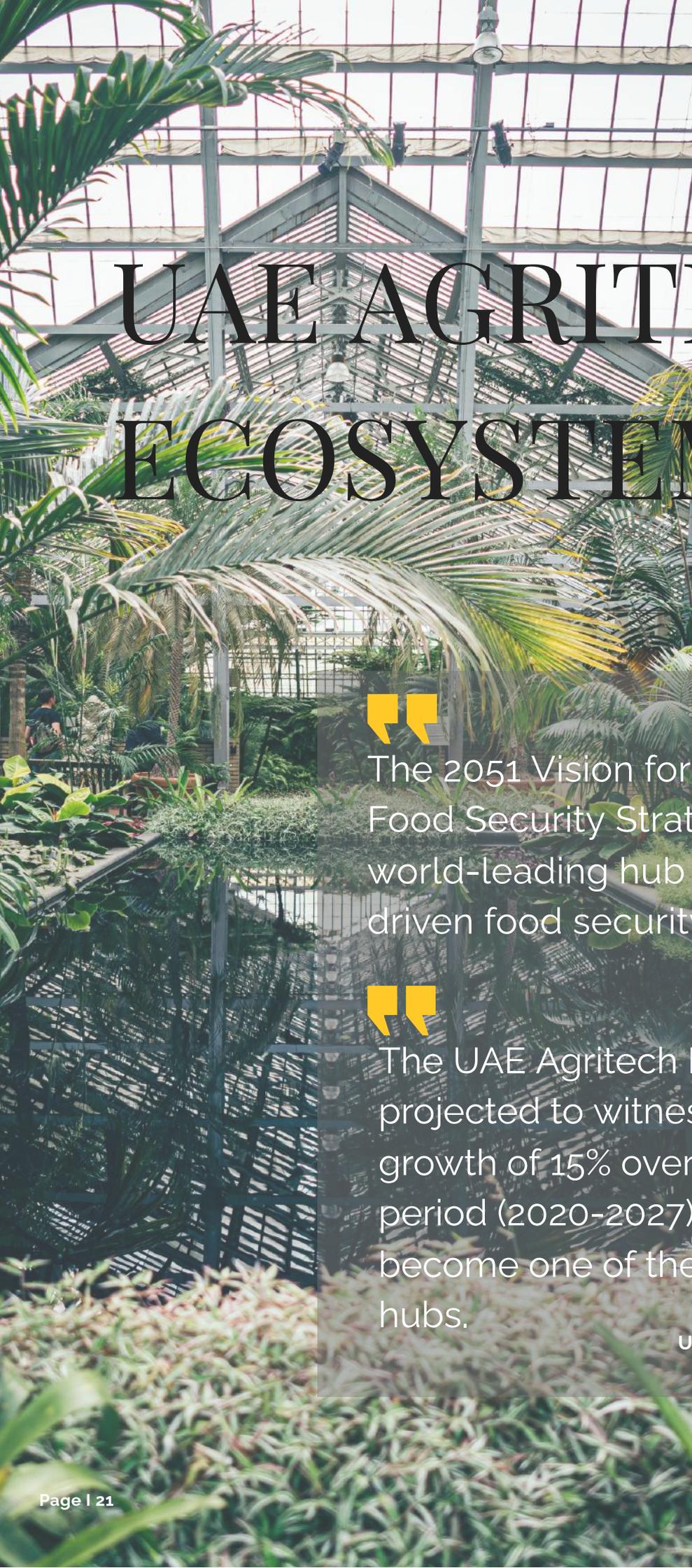
I see great companies from Israel who were just start-up's only a number of years ago and now they lead the market and become public companies.

In the coming years, Exelot will maintain its expansion and growth in three aspects:

➔ Additional origins and many other destination countries. The company will be a player also in origin countries such as India, The UAE and Indonesia, and naturally make more efforts on destinations such as the USA, UK, Europe, Australia New Zealand and the Middle East.

➔ The second aspect is the technology and it will present new applications on both ends: Delivery and tracking for the buyers and new optimizations, management, and control application for the retailers and shippers.

➔ Lastly, as a consequence and as Exelot did in last years, it will maintain the growth and profit. If the circumstances will remain as they are during these months, the company expects strong growth also throughout 2022.



UAE AGRITECH ECOSYSTEM



The 2051 Vision for the National Food Security Strategy is to be a world-leading hub in innovation-driven food security.



The UAE Agritech Market is projected to witness an annual growth of 15% over the analysis period (2020-2027). UAE has become one of the leading agritech hubs.

UAE MINISTRY OF ECONOMY

KEY UAE AGRITECH INVESTORS

Abu Dhabi Investment Office

Companies offered a combination of cash and non-cash incentives, including discounts of up to 75% on R&D expenditures when commercializing solutions developed in Abu Dhabi.

Ghadan-21

The government launched a USD 272 million incentive package for Agritech firms. Incentives include rebates up to 75% for R&D costs, along with other fiscal and regulatory concessions.

Khalifa Fund

Established in 2007 with approximately USD 1 billion in funds, Supports and develops SMEs in the Emirate of Abu Dhabi.

Mubadala

Is investing in agribusiness startups and companies through new partnerships that will drive growth and enable sustainable, responsible, and efficient production methods. Aquaculture is one of the most promising sub-sectors for Mubadala.



RELEVANT UAE REGULATORS FOR AGRITECH

Hub71

Flagship technology cluster in Abu Dhabi focused on priority sectors including agro-technology, fintech, and AI.

Sharjah Research, Technology, and Innovation Park

Supports farmers and harnesses new technologies to produce sustainable local food all year round.

DMCC (Dubai Multi Commodities Centre)

DMCC's centralized market facilitates trade in agricultural products ranging from coffee to cereals and spices. The free zone also hosts innovative agritech companies as well as incubators of promising startups.

Dubai food tech valley

A food technology hub focuses on vertical farming and other advanced agricultural technologies to strengthen UAE food security.

UAE AGRITECH HUBS & INCUBATORS

UAE Ministry of climate change

In charge of setting up aquaculture and farming businesses

Dubai Department of economic development

Issues farming sector business licenses in the emirate of Dubai

UAE- Food and Water Security

Collaborates with the UAE Government Accelerators program on 10 initiatives that make entering into the agriculture sector *easier including cost reductions for agricultural licenses, loan guarantees, and guidance on best agricultural practices.*

Abu Dhabi - Department of Education

Responsible for agriculture, food security, food security, and bio-security in the Emirate of Abu Dhabi.

Abu Dhabi - Environment Agency

Collaborates with other government organizations and private businesses on projects related to food and water security.

STEP UP TO
**PRISTINE
LIVE
SOUND**



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Does corporate Entrepreneurship Intensity indicate Success?

Enterprise entrepreneurship in large organizations requires entrepreneurial management and may be established through appropriate strategies, cultural structure, and Leadership.

Organizations are different when it comes to entrepreneurship. We can evaluate company variability using the Enterprise Intensity (IE) model, focusing on two aspects of entrepreneurship.

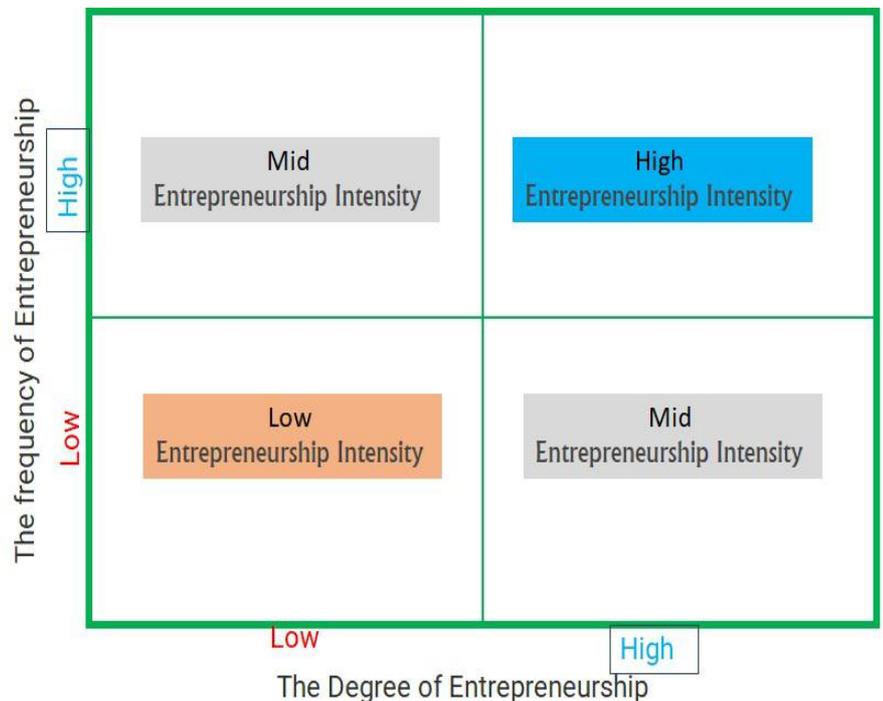
The first is the frequency with which the business is involved in such events (The frequency of entrepreneurship) and the second is how innovative, risky and proactive the events are (The degree of entrepreneurship). Using this model, we can analyse the business level/ Intensity.



Available evidence suggesting a positive relationship between enterprise Intensity and performance.



By David Solomon,
Chairman Solomon Capital
Group



Google has a high entrepreneurial intensity which contributes to its ongoing growth. Both the frequency and degree of EI within the company are high as indicated by their continued innovations. Since its inception, Google has provided employees with the option to use 20% of their time exploring personal projects which have led to some of the most successful products including Gmail .

Proctor and Gamble also feature high entrepreneurial intensity with its open innovation process which utilizes pop culture references to gain market share. For example, the introduction of Pringles potato crisps in 2004 was innovative as they had pictures and words—trivia questions, animal facts, jokes—printed on each crisp.

Abraham accord has been a landmark moment in the history of UAE- Israel



Dilip Sinha, Vice President , nVent Inc , (EFS)
Middle East & India. Ex Secretary General Indian
Business & Professional Council

Abraham's accord has been a landmark moment in the history of UAE , Israel, which suddenly opened up opportunities for both nations in Business, trade , Cultural ties and overall peace in the region. UAE is one of the best places to do business on this planet. It is hub, which connects both East, Middle East, Africa & West. It provides best in class infrastructure,

Outstanding governance and leadership which supports ease of doing business. Suddenly opportunities have opened up for two nations which could not be imagined till recently. Agritech, Tech innovation , Healthcare besides trade will benefit both countries. Over the last 9 months Dubai has seen travel between the two countries gain momentum, UAE, Israel & India summit which took place in Dubai so successfully.

UAE with its beautiful skyline, modern infrastructure, Cultural diversity of nationalities that work and live in peace here besides ever welcoming Emaraties would attract Jewish businessmen and Professionals alike to set up business here or live and work here in UAE.

India,-UAE, people to people and trade relationship goes beyond a century. UAE can gain for from Israel and vice versa.

It is easy to set up a business and live in any of the Emirates. Both nations and people have forged relationships that will go on for years and centuries with brotherhood and friendship.

May UAE, and Israel's friendship be an example to all and Peace and prosperity prevail.



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Why to Invest In Dubai



a Personal Opinion

Dubai is One of the most multicultural, beautiful, and prosperous cities in the world, Dubai boasts stunning historical sights, futuristic architecture, state-of-the-art infrastructure, cultural diversity, a fast-growing economy, and great leadership with a clear vision. . Below are some key facts about Dubai you should know:

Tomasz Zaleski-Chairman of HH Sheikh Ahmed Bin Faisal Al Qassimi Group of companies

20million
Annual visitors.

Get way to

2.4billion

Consumers across the Middle East, the Indian Subcontinent, and East Africa.

\$56billion

Visitor Spending. The world's top city for visitor spending,

100%

Repatriation of capital investment and total profit earned.

100%

Foreign business ownership is allowed.

50%

Income tax
Attractive Tax benefits

Tomasz Zaleski-Chairman of HH Sheikh
Ahmed Bin Faisal Al Qassimi Group of
companies



Dubai is one of the most popular tourist and business destinations in the world, Dubai offers world-class attractions and an enviable multicultural lifestyle that cannot be found in any other part of the world. With its world-famous monuments like the Burj Khalifa, Dubai has been ranked as the city with the best infrastructure and quality of living in the entire Middle East.

Why Dubai makes an excellent place for investment opportunities.

Low TAX - Dubai has no property tax, or capital gains tax, making the Emirate the best place to invest. Once a property is purchased, owners will not pay additional taxes in the future only the one-off real estate transaction fee. And for business entities, the tax structure is either nil in the free zone or 5% in the mainland which is the best in the world.

Outstanding financial rewards - Dubai has the 5th highest performing economy in the world. The government is dedicated to making the Emirate competitive across the globe by constantly introducing new measures to improve the business environment and promote long-term growth.

High return on investment - Dubai recently reached the top of the "Hybrid" Cities for real estate investment in JLL's report titled 'World Cities: Mapping the Pathways to Success.

Strong Infrastructure -Dubai is all set to gear towards a smart recovery from the beginning of 2021, due to investors' unshakable confidence in Dubai and its promising support to business development. The government fully believes that Dubai's impressive leadership is one of its major strengths. Dubai is one of those cities that provide exceptionally well infrastructure and a high standard of living that continues to advance as the years goes by.

Exceptional hospitality - According to Dubai's Department of Tourism & Commerce Marketing (Dubai Tourism), Dubai received 16.73 million international overnight visitors in 2019. By 2020, Dubai expected more than 20 million visitors, with the financial plan to spend \$56 billion by 2022.

The business hub of the Middle East - Dubai is a true axis of international trade, a gateway to the Middle East, the Indian Subcontinent, and Central Asia. Home to 1/3 of Fortune's Top 500 Companies, Dubai attracts business talents from every part of the world. Dubai also belongs on the list of the world's Top 20 Cities Global Power Index 2020 (GPCI).

Shopping paradise - Dubai hosts some of the largest malls in the world, featuring the latest trends and attracting shopping experiences from across the globe. Ranked as the most important international shopping destination globally, Dubai stole the show in the 2018 edition of 'How Global is the Business of Retail?'

UAE Food Security Strategy



The strategy aims to make the UAE the world's best in the Global Food Security Index by 2051 and among the top 10 countries by 2021. Develop a comprehensive national system based on enabling sustainable food production.

Currently, the UAE has one of the most extensive plans in the world to address food security, nevertheless quite a bit of room to improve sustainability and flexibility does still exist. Thus far the UAE has considered food secure due to its economic and political stability. Despite being a desert country, the UAE has managed to come this far. The UAE's population is growing, and rising consumption needs grow with it, thus the UAE must tackle all these challenges promptly.

Despite the UAE being food secure due to its economic standing and political stability, it is still crucial to address food security challenges that result from water scarcity, climate change, and regional instability. Maintaining long-term food security and self-sufficiency are key strategic goals for the UAE Government.



Abdunasser A Alsharafi

In November 2018, at the time of the UAE Government's second Annual meeting, Mariam Hareb Almheiri, the Minister of Climate Change and the Environment, presented the National Strategy for Food Security. The strategy defines the elements of the national food basket, which consists of 18 essential types, based upon 3 main criteria:

- » **Knowing the volume of consumption of domestic products.**
- » **Knowing the production capacity**
- » **Knowing the processing and nutritional needs.**

The strategy aims to:

Make the UAE the world's best in the Global Food Security Index by 2051 and among the top 10 countries by 2021. Develop a comprehensive national system based on enabling sustainable food production through the use of modern technologies to enhance local production and develop international partnerships to diversify food sources activate legislation and policies that contribute to improving nutrition and activate legislation and policies to reduce waste.



The EDB is focused on supporting sectors that diversify the economy towards non-oil GDP, and develop sectors that are a national priority for economic self-reliance and those that offer stable and sustainable growth. We are pleased to sign this MoU.

Ahmed Mohamed Al Naqbi, CEO of EDB

With the launching of the National Food Security Strategy 2051, the UAE intends to achieve zero hunger by ensuring access to safe, nutritious, and sufficient food all year round throughout the world. The main purpose of the strategy specifically aims to implement resilient agricultural practices that increase productivity and production, which help maintain ecosystems.

As of April 1, 2022, the UAE concluded talks on a Comprehensive Economic Partnership Agreement with Israel, a global leader agritech and desert farming. A close partner of India, Israeli agricultural companies have already transformed the Indian farming and water management sectors, boosting India's crop yield significantly. An Emirati-Israeli partnership in agritech could be one of the early fruits of the Abraham Accords that could help the Emirate's global food hub aspirations to bloom.

Recently an MOU (memorandum of understanding) between the Ministry of Climate Change and Environment (MoCCAEE) and Emirates Development Bank (EDB) was signed. in order to offer a scheme for finance solutions to modern agricultural SMEs and start-ups.

Ahmed Mohamed Al Naqbi, CEO of EDB, said, "The EDB is focused on supporting sectors that diversify the economy towards non-oil GDP, and develop sectors that are a national priority for economic self-reliance and those that offer stable and sustainable growth. We are pleased to sign this MoU, which is in line with our efforts to support the food security sector that includes agriculture, fisheries, aquaculture, and water desalination as well as other tech-based food and agricultural solutions."

The UAE ranked 35 out of 113 in the Global Food Security Index. With the National Strategy For Food Security being in place, the UAE is on a head-on mission to accomplish many goals and become a leading country in the world by being within the top 10. It is with no doubt that they will achieve all goals intended. All the progress of each day will add up to great results in the near future.

UAE says deal with Israel good for food security

The Comprehensive Economic Partnership Agreement recently signed between the UAE and Israel will facilitate global supply chain efficiency, according to the UAE's minister for foreign trade.

According to Dr. Thani bin Ahmed Al Zeyoudi, the UAE's minister of state for international trade, the Comprehensive Economic Partnership Agreement (CEPA), which was signed last month between the UAE and Israel, is anticipated to contribute to bolstering the global supply chain and boosting food security.

According to the minister, "This CEPA comes at a vital time for the world economy" (WAM). "The globe is starting to recover from the worldwide pandemic, but problems still exist, not the least of which is the threat that violence and inflation provide to the world's recovery." The UAE-Israel CEPA will aid in enhancing the effectiveness of the global food supply chain, especially for agricultural and food goods.

At the end of 2020, Israel received official approval to export fruit and vegetables to the UAE. This approval followed a series of meetings between the UAE ministry for climate change and the environment, employees from the ministry, and then-Agriculture and Rural Development Minister Alon Schustern the field of agriculture."



By Samuel Shay, President Golf Technologies Systems

The opening of exports to the UAE, whose agricultural imports are valued at almost US\$10 billion annually, was considered as a big potential for Israeli vegetable growers in especially given the intense competition on the European market. It's fantastic news for Israel. "This is wonderful news for Israel's farmers," Schuster said at the time. "The agreement that we signed with the UAE is moving us forward and into a joint future in the field of agriculture."



Expanding our overseas sources of food is one of the primary pillars of the UAE's National Food Security Strategy 2051.

Food and Water Security are top of the agenda during the visit of H.E Mariam Almheiri to Israel

The visit by Her Excellency and her colleagues from the Food and Water Security Office, which took place from July 13 to 16, intended to launch strategic collaboration in the crucial areas of food and water security, since Israel and the UAE have many areas of overlap in these sectors. Although both nations are highly developed and have cutting-edge technology, they face similar difficulties in ensuring that their citizens have easy access to sufficient supplies of wholesome food and water.

"Expanding our overseas sources of food is one of the primary pillars of the UAE's National Food Security Strategy 2051, which also calls for increased use of technology throughout the country's whole food value chain. With the establishment of diplomatic ties between our two nations and the opening of a UAE embassy in Tel Aviv, the UAE now has a wonderful chance to strengthen both of these important foundational elements. We are enthusiastic about working with Israel and utilizing our unique assets in food security for both parties, according to Almheiri.

Why the UAE is looking to Israel to secure its food supplies

Food security is one issue that kept coming up, according to Cukierman, who speaks to ISRAEL21c. They are prepared to devote significant resources to ensure their food supply. Israeli businesses with a track record in areas like desalination, solar energy, seed treatment, irrigation, and precision agriculture may move quickly into the friendly UAE market and potentially even form partnerships with local ag-tech entrepreneurs.

Masood Al Masood, chairman of Emirates Angels, addressed the approximately 1,000 international attendees, saying, "We're excited about this historic moment for the region, to expand a community of peaceful coexistence, and, most importantly, build a powerful engine of economic and cultural exchange."



UAE, and Israel sign MoU to cooperate in agriculture

A Memorandum of Understanding (MoU) for agricultural cooperation has been signed between the UAE Ministry of Climate Change and Environment (MoCCAEE) and Israel's Ministry of Agriculture and Rural Development. The five-year agreement calls for the ministries to work together to develop and share knowledge, best practices, and technology in order to increase the quantity and quality of agricultural products and improve the sustainability of crop and livestock production, according to the official news agency WAM.

In accordance with their policies for food safety and animal health, they also want to increase bilateral commerce in agricultural and animal goods. A joint committee will be formed, and it will have regular meetings to assess the collaboration's progress, determine priorities, and create action plans for specific projects. In addition, they will promote technical cooperation, particularly in applied R&D in agriculture and beekeeping, as well as conduct joint training sessions for researchers and experts in agriculture and food safety, according to a statement. They will also work to have both countries' organic farming standards recognized.

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The process of establishing an enterprise-Start Up

Clearly, every entrepreneur is trying to find his way to realize his entrepreneurial dream and establish his technological or commercial start-up.

In real life, many entrepreneurs find that because of a lack of experience, a lack of reality and a lack of a clear and more professional business plan, they reach a "deadlock".

The statistics keep telling us that you can reduce your business risk and increase your "success rate" by having a highly structured business process.

The entrepreneurial process

»» The Evaluation Stage

Start with intensive searching for the right business opportunity and identify the "BEST"

But when it comes to starting a successful business, having a great idea is not enough. You should seriously consider both the market need and your solutions for its need.

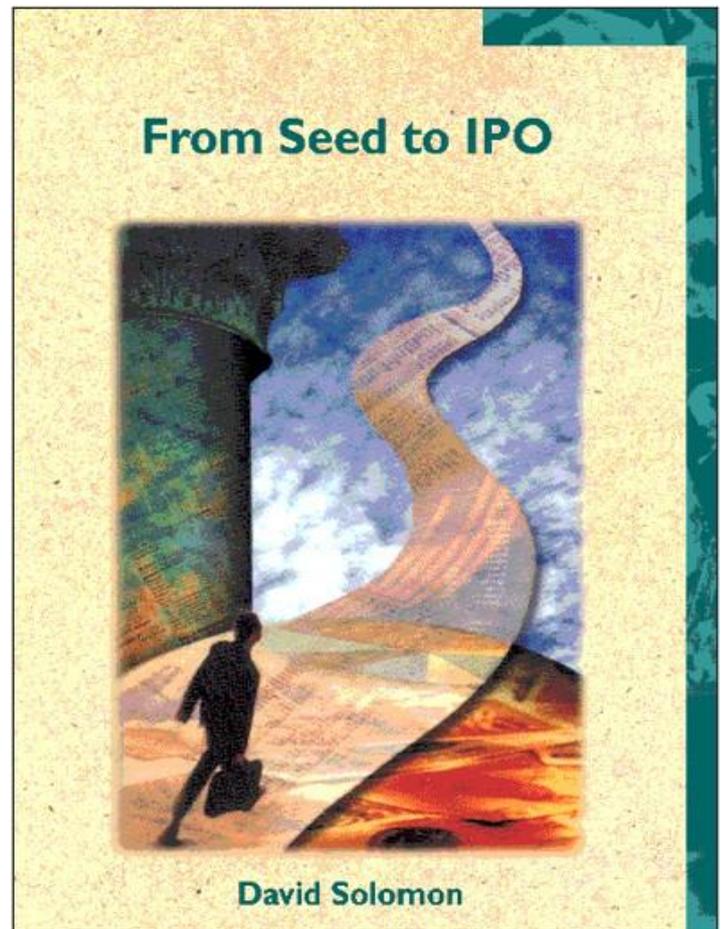
You should search for basic information on market needs and ongoing competition,. you need to ensure that you have the knowledge and capabilities to deliver a more effective competitive solution.

»» The Planning Stage

During the Planning Phase, you must prepare your business plan. The blueprint for a successful business is your business plan.

The business plan describes the company's objectives and how it will meet its objectives.

Startup companies and established companies use business plans. Based on your business plan, you will assess the company's potential and needs (financial and operational needs).



If you do not know where you are going, every road will get you nowhere

Henry A. Kissinger

»» The Implementation Stage

The implementation phase- The implementation phase usually starts with securing the necessary financial requirements.

It could be bootstrapping, looking for investments from angels, CVs, and other sources, or looking for a bank loan.

During this journey of securing your financial resources, you will find that it typically takes time and effort, and you may find it necessary to use investment banking services.

The other important thing is generally to build your "dream team", find the right places, and so on.

ISRAEL AGRITECH IS BOOMING

10 Israeli Companies Listed among TOP 50 Global Agritech/Food tech Firms in 2021

Forbes ;Feb, 2020

Israel is among the leading countries in agricultural Technology with 400 related companies.

Export turnover of the Israeli Agritech sector is estimated at \$4b a year

CVCs Investment in 2020 has been about \$280m.

Investments by Year \$m





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The GCC is stepping up in the World of Sports

By **Daniel Bernard**
Founder - Kick Off



How critical is Sport as a key component to positive living? To what extent can sport be a driver for both individual and communal progress? With a career spanning over two decades in the Sports industry, it would be fair to assume I am heavily biased as to the influence the sector has on our lives. I believe it to be immense. And when looking at the growing focus that GCC countries have on the sporting world over the last decade, I don't feel alone with my sentiments.

With some of the biggest clubs now owned by wealthy individuals, groups, or funds from across the region, the high-level focus on football in particular is patent. From Qatari-owned PSG to Emirati-controlled Manchester City and with the recent Saudi-backed purchase of Newcastle (yes I know... Newcastle are less glamorous, but would you bet against their growth in the coming five years?), the GCC stake in top-level football is palpable.

Sport has long been an attraction for major investment, and now things have moved up a notch. The world of sport seems impervious to recession and offers a decoupled asset class that is second to none, especially in its magnetic appeal. Who doesn't want to be in Sports?



Sport has long been an attraction for major investment, and now things have moved up a notch. The world of sport seems impervious to recession and offers a decoupled asset class that is second to none, especially in its magnetic appeal. Who doesn't want to be in Sports?





Sport touches people's lives in a way that no other sector can. It has the power to take a young child from the wrong side of the tracks and give them purpose. The story of Siya Kolisi is a beautiful example. The first-ever black captain of South African Rugby was born into township poverty and lost his mother at the age of 15. Without sport, a life of desperation, perhaps crime, or even worse was more than likely for Kolisi. And yet, in 2019 he lifted the World Cup for the Springboks in one of those iconic moments of sporting history, and the impression on the younger generation of such a story cannot be overstated.

From George Weah to Muhammad Ali, there are so many other, immensely powerful episodes that demonstrate beyond a doubt that the effect sport has on us is far more than just a game. It is life itself.

Outside of Football, we have very recently seen the impact Liv Golf has made. Driven by the Saudi Public Investment Fund, Liv Golf may be considered controversial by many, but it is bringing innovation to a sport that was failing to capture the hearts and minds of the younger generation. I believe that to be the key. Innovation. Progress. Rebirth.



Beyond buying up clubs and tournaments and pouring in endless marketing dollars (or rather Riyals or Dirhams), the next wise step is to bring greater and improved access to the world of tech and advanced data. This is where it gets interesting. As an investor in sports technology,

I am privileged to be part of the most fascinating era of technological innovation the sector has ever witnessed. From Web3 sourced functionality to engage our fans to enhanced neurological training for our younger players, the opportunities to take the sport to the next level are simply mind-blowing. Proud to be part of this ongoing revolution, I can't wait to see what we can all do together to help the sport continue to change people's lives for the better.



HORIZON

SEPTEMBER 2022

MAGAZINE

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