News Release

WORLD ECONOMIC FORUM

COMMITTED TO IMPROVING THE STATE OF THE WORLD

Netanyahu welcomes global investors to Israel ' s " epicentre " of innovation

23 January 2014

Fon Mathuros, Head of Media, Communications Department, Tel.: +41 (0)79 201 0211, e-mail fma@weforum.org

- Netanyahu cites sustainability and cyber security as two of Israel ' s competitive strengths for the global economy
- Economic development can advance regional peace
- Support for innovation allowed Israel ' s economy to rebound from the financial crisis
- The theme of the 44th World Economic Forum Annual Meeting is The Reshaping of the World: Consequences for Society, Politics and Business
- For more information, visit http://wef.ch/Davos

Davos-Klosters, Switzerland, 23 January 2014 – Against a backdrop of the humanitarian catastrophe in Syria and ongoing transformations in Middle East politics, the Israeli Prime Minister Benjamin Netanyahu focused on Israel ' s strong economy and potential as a " science and technology incubator " for global business. He argued that advancing economic peace is an important complement to political peace and that Israelis, Palestinians and Arab neighbours would benefit from economic growth in Israel.

Netanyahu referred to a number of foreign delegations that have visited to " crack the code of Israel " and understand why the country ' s macroeconomic outlook and climate for entrepreneurship are both strong. " Israel is often called a start-up nation. I call it the innovation nation, " he said.

He focused on advances in two areas in particular where Israel ' s competitive advantage could benefit its partners.

Firstly, the nation is a global leader in sustainability in terms of renewable energy, water and food production.

Secondly, Israel has invested heavily in cyber security. " We are making, as a government, a massive investment in this area, " Netanyahu said, and invited global investors to become partners in benefiting from Israel ' s advances in these areas.

Netanyahu also reasserted his belief in the need for advancing negotiations for peace in the region. “ I ’ m ready for peace. I ’ m ready for a real, secure genuine peace, ” he said. However, advancement of peace must be built on two foundations of mutual recognition and strong security arrangements, he claimed.

The Annual Meeting 2014 is taking place from 22 to 25 January under the theme, The Reshaping of the World: Consequences for Society, Politics and Business. Participating this year are over 2,500 leaders from nearly 100 countries, including 300 public figures, 1,500 business leaders and representatives from civil society, academia, the media and arts.

The **Co-Chairs of the Annual Meeting 2014** are **Aliko Dangote**, President and Chief Executive Officer, Dangote Group, Nigeria; **Kris Gopalakrishnan**, President, Confederation of Indian Industry (CII); Vice-Chairman, Infosys, India; **Jiang Jianqing**, Chairman of the Board, Industrial and Commercial Bank of China, People ’ s Republic of China; **Joseph Jimenez,** Chief Executive Officer, Novartis, Switzerland; **Christophe de Margerie**

, Chairman and Chief Executive Officer, Total, France; **Marissa Mayer**, Chief Executive Officer, Yahoo, USA

and **Judith Rodin**, President, Rockefeller Foundation, USA.

Notes to Editors

More information about the Annual Meeting 2014 is available at http://wef.ch/davos2014

View the best pictures from the Annual Meeting on Flickr at http://wef.ch/davos14pix

Free media access to the Forum press photo archive Swiss-Image at http://wef.ch/pics

Watch live webcasts of sessions at http://wef.ch/live and on demand at http://wef.ch/davos14video

Watch the sessions on demand on YouTube at http://wef.ch/youtube or http://wef.ch/youku

Become a fan of the Forum on Facebook at http://wef.ch/facebook

Read the summaries of sessions at http://wef.ch/davos14sessions

Follow the Forum on Twitter at http://wef.ch/twitter and http://wef.ch/livetweet (hashtag #WEF)

Read the Forum:Blog at http://wef.ch/blog

Follow the Forum on Google+ at http://wef.ch/gplus

Follow the meeting on a smartphone at http://wef.ch/app

The World Economic Forum is an international institution committed to improving the state of the world through public-private cooperation in the spirit of global citizenship. It engages with business, political, academic and other leaders of society to shape global, regional and industry agendas.

Incorporated as a not-for-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations (www.weforum.org).

World Economic Forum, 91-93 route de la Capite, CH-1223 Cologny/Geneva
Tel. +41 (0)22 869 1212, Fax +41 (0)22 786 2744, http://www.weforum.org