

Netanyahu welcomes global investors to Israel ' s “ epicentre ” of innovation

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- 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

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