

Summary of a Conference on "Women, an Engine for Economic Growth"

Organised by the Ministry of Economy on July 30, 2019, and directed exclusively to the advancement of women in industry, entrepreneurship and business.

Dr. Dorit Avni, a researcher at the beginning of her career at MIGAL, and I attended the conference on behalf of the Research Authority. At the conference, we presented the EU project R&I PEERS, which MIGAL is a partner of. The senior-level women from the Ministry of Economy and Industry were very interested in the concept. As a result, women in key positions in both public and private companies, including Medical Devices and Parma, are willing to take part and participate in the mentor programme to promote "women in research" activities of the course MIGAL is organizing and explore collaborations with studies made at MIGAL.



Photo 1: Conference - "Women, Engine for Economic Growth"

A number of routes that are relevant to women in the academy, industry, entrepreneurship and business were presented:

1. The Investment and Development Authority for Industry and Economy operates a number of aid routes that promote and support the Israeli industry. They offer priority to women seeking to establish a new industrial enterprise in the periphery, as well as prioritising high-paid women in national priority areas. [Link](#)
2. The Innovation Authority offers programmes to promote women in high-tech, including a dedicated pathway that provides increased funding for women-led start-up companies, ownership exposure and access to entrepreneurship system [Link](#)

3. Ministry of Economy - The Small and Medium Business Agency offers a variety of tools for business women, including business consulting and business plan preparation. A woman can use "[MAOF](#)" - which is a training system located all over the country.

Example of conference participants we talked to:

1. [Hana Rado](#)

She is an Israeli businesswoman, co-chair of "McCann" Tel Aviv, Israel, chairman of "McCann Valley" and president of the Supersonas (an initiative that works with the vision of creating an equal and balanced female presence at the intersections of influence and decision-making in Israel). Rado is working extensively to create gender equality and to strengthen the status of women in Israel and around the world. Redo strives to create an equitable and balanced female presence in the spheres of influence and decision in Israel on the boards of directors, government appointments, conferences and decision-making processes in the economy and society. She also has entrepreneurship in Safed and would love to come and explore entrepreneurship with MIGAL researchers.



Photo 2: Hana Rado Active Initiative of several projects, including Heart 19 in Safed.

2. [Sigal Bar-On](#), co-chair at Dr. Fisher cosmetic and pharmaceutical industry

She expressed her agreement and wish to come and visit MIGAL, together with her co-chair sister. She will meet with women-researchers in MIGAL and examine possible collaborations.

3. [Ziva Eger](#), Director of Industrial Cooperation and Foreign Investment Promotion Authority, Ministry of Economy, and expressed her enthusiasm about being part of the R&I PEERS project.

4. [Galit Zuckerman](#), founder and CEO of Medasense Medical Device Company, which develops pain-monitoring technology.

We have met many more powerful, influential and impressive women with a great deal of desire to promote women in Israel.

A selection of ideas has been recorded and will be considered for further progress and possibilities for their contribution to the R&I PEERS project.



Photo 3: [Eli Cohen](#) - Minister of Economy and Industry - a speaker at the women's

We will keep updating soon.

Regards,

Dr. Sigal Fishman TurJeman, Research Authority - MIGAL