

# Global Challenge – Local Opportunity



**A**s oil ends its nine month high on supply worries (MarketWatch), the session examined lessons and opportunities in the Oil Alternatives Industry. How can Israeli players, with greatly varying technologies and resources penetrate these vast, growing and emerging global value chains?

The workshop was framed by the taxonomy of the IEP (Israel Institute for Economic Planning) database for Oil Alternative Companies. The database maps around 90 OACs to various depths, including production value chains (i.e. fuel feedstock; fuel platforms, and vehicles).

It was pointed out that the OA industry presents a vast opportunity; globally, one billion vehicles dependent on volatile and expensive oil. However, not all potential players are aware of this fundamental market opportunity, nor of the technical barriers to which they may contribute solutions. In addition, anyone who wishes to enter this market faces three particular issues:

Value chains are complex, evolving

and numerous // Standards are constantly evolving // Different markets require radically different solutions.

A greatly heterogeneous group raised a correspondingly varied set of observations and suggestions:

“Glocalization” (think global, act local) is needed, rather than a convenient one-size-fits all solution. // There is a strong need to incentivize links between OA startups and large Israeli companies, as well as multinationals. // Israel’s existing technology resources in Chemicals, Defense, Electronics, Engineering and Automobile Parts are recognized as potential leverage points. Participants suggested copying the army-R&D-academia model in defense to be developed for Oil Alternatives. // Penetrating emerging markets can be more attractive than entering into more established ones, since there tends to be less subsidy-led distortion, and less saturation. But this often requires more government resources to both learn the market and support it geographically. This can sometimes be overcome by utilizing specific local opportunities such as China’s 5-year

strategic plans on electric vehicle components, lightweight materials etc. // The most globally active OACs represented in the discussion dedicate time and resources to participate in standardization committees in their target markets. Likewise, collaboration, dialogue and engagement with foreign governments’ scientific agencies is recommended.

Israel’s oil dependence is a local problem, but global oil dependence is the focus. Different markets need different solutions. Collaboration on a global scale is required ■

Workshop: Mapping Multi-Disciplinary Oil Alternative Markets and Technologies Around the World  
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# אילת אילות

אנרגיה מתחדשת  
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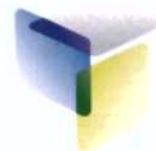
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