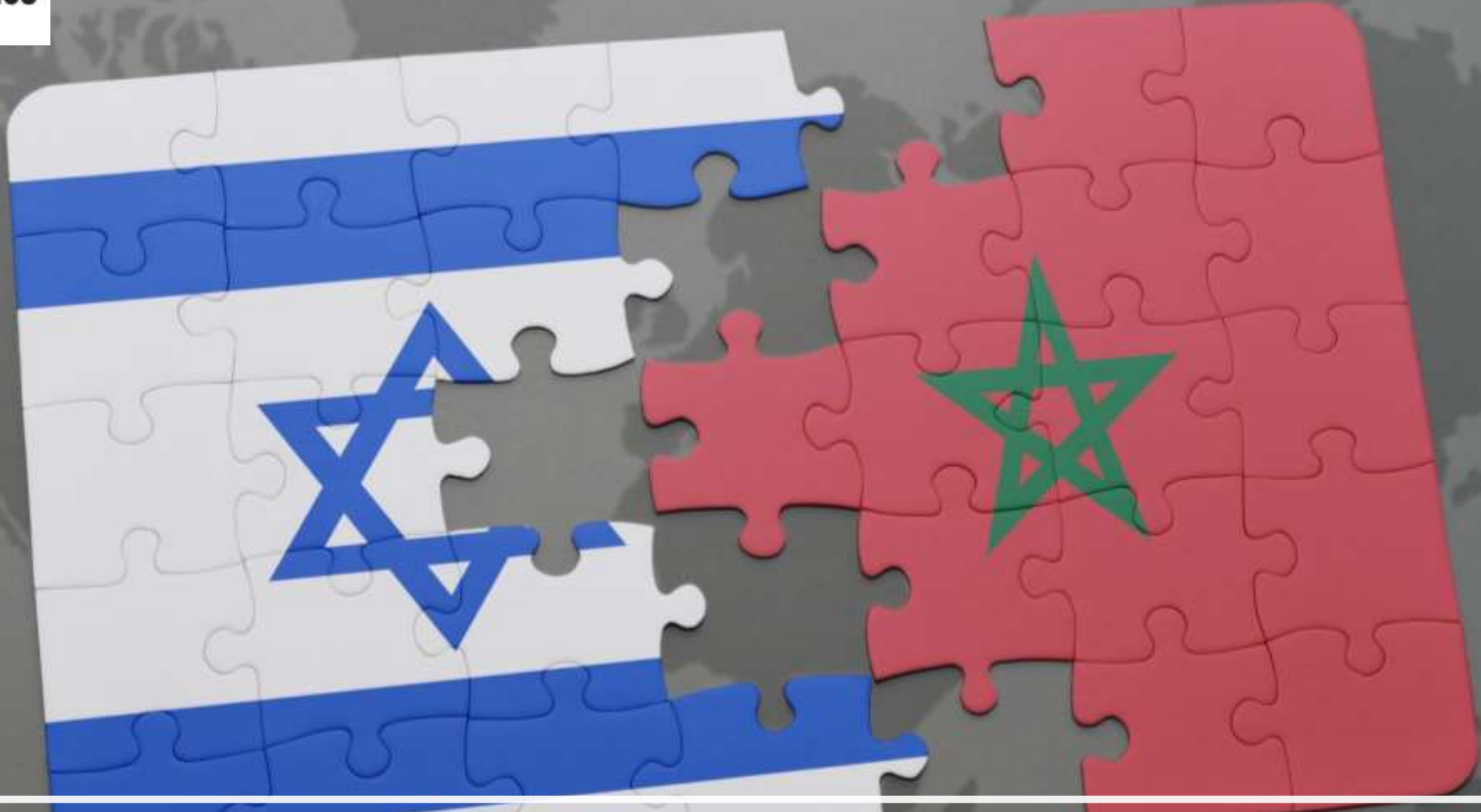


Welcome to the webinar!  
We will begin shortly.



## Removing Roadblocks and Opening Up Business Relationships in Israel



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Chief Operating Officer

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Q&A

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RALPH: What is the current legal position on marijuana in the workplace?

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## Opening Doors for Business in Africa/Middle East: New Opportunities in Morocco & Israel

**Session I: FURTHERING INTERNATIONAL COMMERCE BETWEEN AFRICA  
& THE WORLD**

**Date:** 6 October 2021, 9:00 am Eastern Daylight Time

**Duration:** 1 hour

**Session II: REMOVING ROADBLOCKS AND OPENING UP BUSINESS  
RELATIONSHIPS IN ISRAEL**

**Date:** 13 October 2021, 11:00 am Eastern Daylight Time

**Duration:**



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M O D E R A T O R

## MOHAMED OULKHOIUR

Partner

Morocco

[mohamed.oulkhour@cwassocies.com](mailto:mohamed.oulkhour@cwassocies.com)



# Panelists

FEATURED SPEAKER



**Noa Partuk**  
Middle East/Africa Manager  
Ministry of Economy and Trade  
Israel



**Pnina Manor Broder**  
Partner  
Naschitz Brandes Amir & Co  
Israel



**Ilan Winder**  
Partner  
Naschitz Brandes Amir & Co  
Israel



**Sharon Tzfon**  
Head of the Gulf Desk  
Naschitz Brandes Amir & Co  
Israel

# Overview

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## Removing Roadblocks and Opening Up Business Relationships in Israel

---

- Recent international agreements and new climate towards Israel in the middle east
- Opportunities in Israel – the strong sectors, the Ministry's new initiatives to promote business between Israel and Morocco
- Starting a business in Israel | Israeli cultural features
- Employing Israeli employees in Israel & getting expats to work in Israel



**SHARON TZFONI**

Israel

[tzfoni@nblaw.com](mailto:tzfoni@nblaw.com)

נשיץ ברנדס אמיר  
NASCHITZ BRANDES AMIR

# Recent international agreements and new climate towards Israel in the middle east





## NOA PARTUK

Middle East | Africa Manager

Israel

[Noa.Partuk@economy.gov.il](mailto:Noa.Partuk@economy.gov.il)





**NOA PARTUK**

Israel

[Noa.Partuk@economy.gov.il](mailto:Noa.Partuk@economy.gov.il)



# Israel and Morocco – Trade and Trade Potential

- Introduction to the Israeli industry
- Israel Morocco – G2G Ongoing processes
- Israel – Morocco trade by sectors
- Israel and Morocco – Trade potential
- Partners and Information sources



# Israel – Highly Developed and Stable Economy



**Noa Partuk**  
Middle East/Africa Manager  
Ministry of Economy and Industry  
Israel

Gross Domestic Product  
(Billions US\$)

**402 (32)**

GDP Per Capita  
(US\$)

**43.6K (29)**

Inflation Rate  
(CPI-%)

**-0.58**

Credit rate  
(S&P Global)

**AA-**

Sources: The World Bank, Israel C.B.S, OECD



# MNC's in Israel



Noa Partuk  
Middle East/Africa Manager  
Ministry of Economy and Industry  
Israel





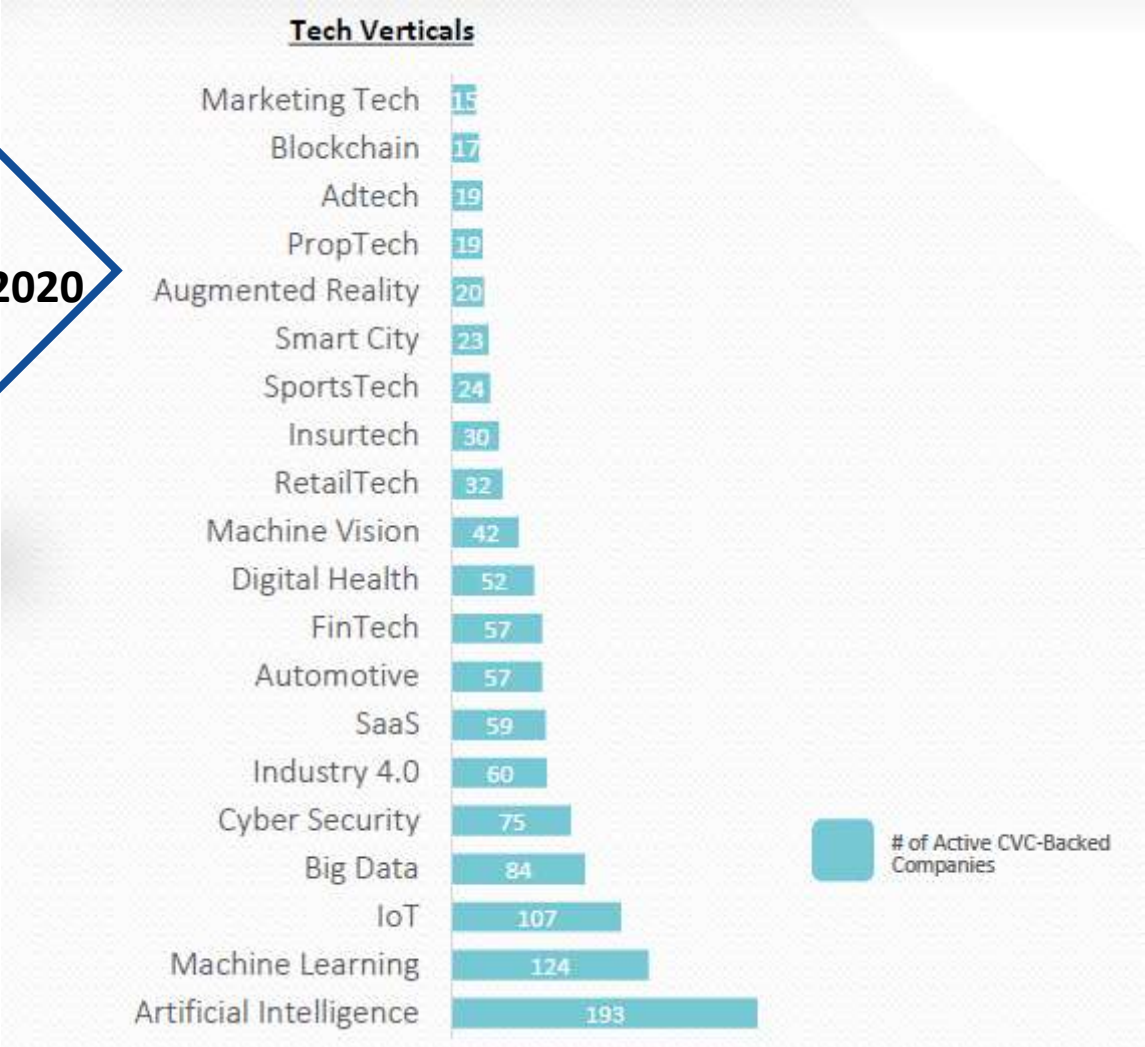
# Israel's Leading Sectors – Investments 2020



**Noa Partuk**  
 Middle East/Africa Manager  
 Ministry of Economy and Industry  
 Israel



Active Israeli tech companies 2015-2020

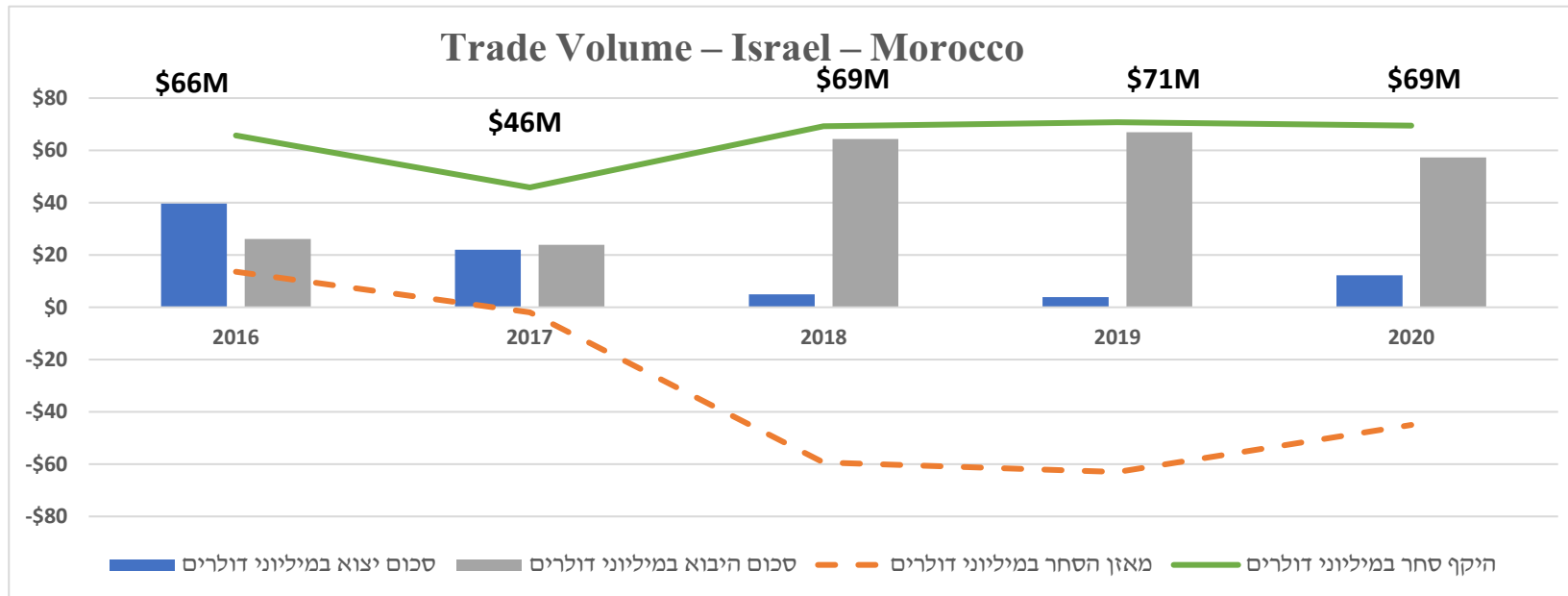


# G2G– Israel Morocco



**Noa Partuk**  
Middle East/Africa Manager  
Ministry of Economy and Industry  
Israel

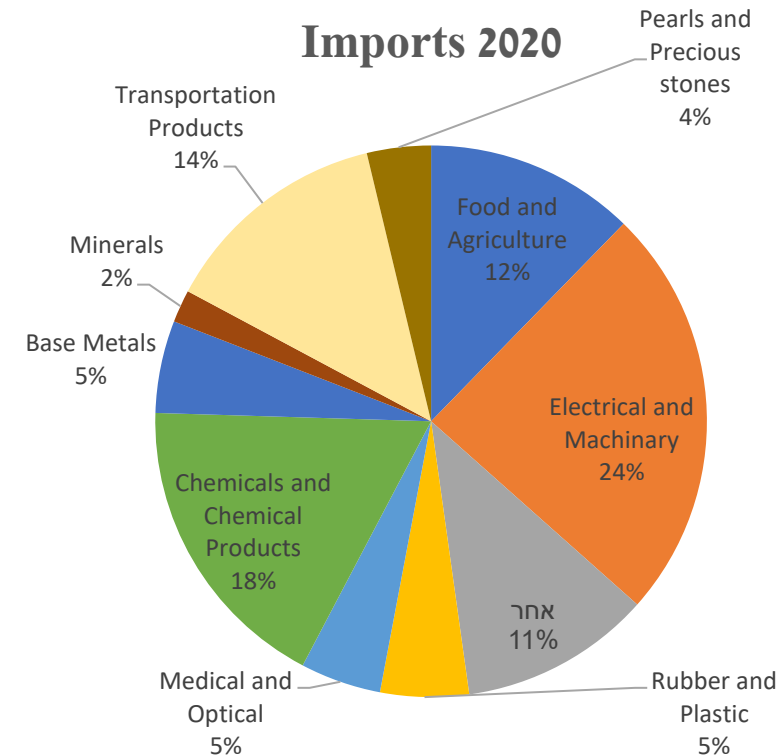
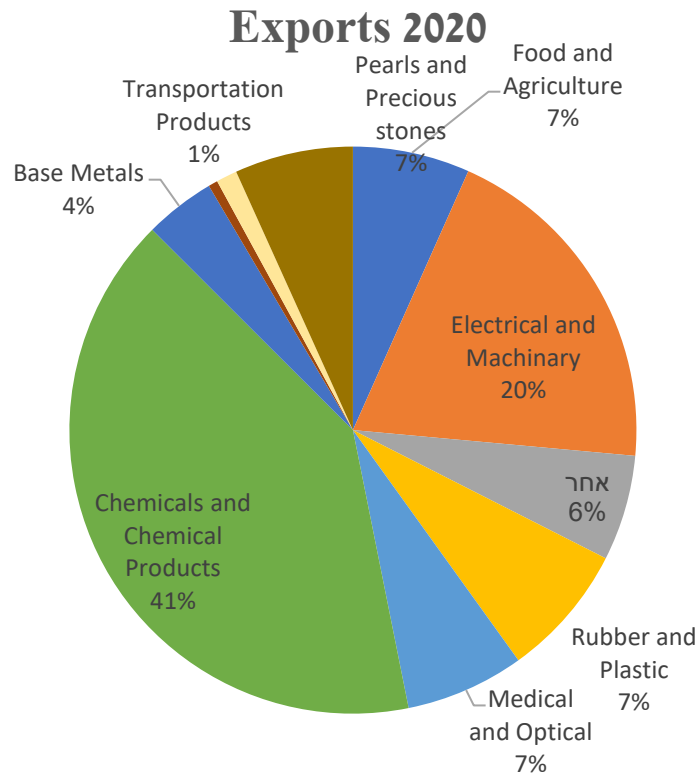
- **Economic Trade Agreement to be signed in 2021**
- Strategic Process through governmental work groups
- Direct Flights & Codeshare – started July 2021.



# Israel and Morocco Trade by Sectors



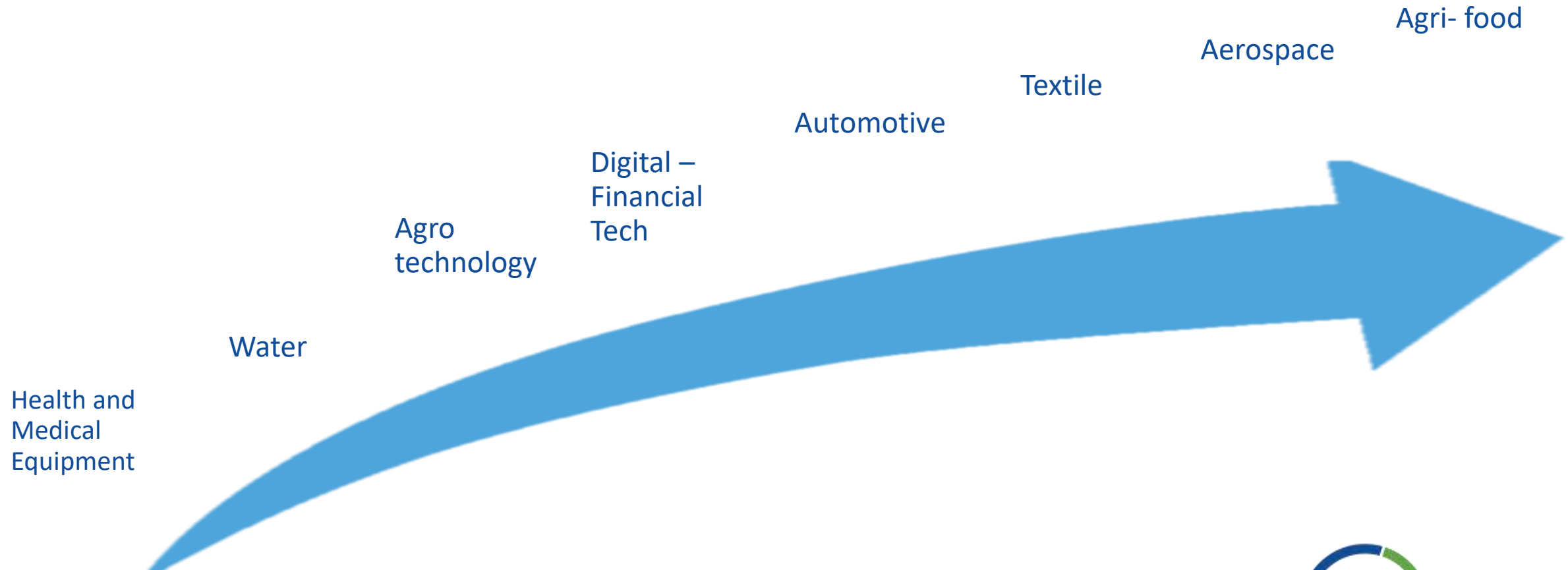
**Noa Partuk**  
Middle East/Africa Manager  
Ministry of Economy and Industry  
Israel



# Trade Potential – Looking for Growth and Diversity



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Middle East/Africa Manager  
Ministry of Economy and Industry  
Israel



# A Bridge to the Israeli Industry – Partners and Information Sources



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Middle East/Africa Manager  
Ministry of Economy and Industry  
Israel



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NATION  
CENTRAL

Israel - Morocco  
Chamber of commerce



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## PNINA BRODER MANOR

Partner

Israel

[pbroder@nblaw.com](mailto:pbroder@nblaw.com)

נשיץ ברנדס אמיר  
NASCHITZ BRANDES AMIR

# General Information



**Pnina Manor Broder**  
Partner  
Naschitz Brandes Amir & Co  
Israel

- 9.3 million inhabitants
- A Jewish and democratic state
- Stable economy
- Legal system – English common law, civil law and Jewish law
- Ranks high on higher education, jobs and earning, personal safety, life expectancy, and happiness

# Starting a Business in Israel



**Pnina Manor Broder**  
Partner  
Naschitz Brandes Amir & Co  
Israel

- Foreign or Israeli company
- Israeli company – no requirement for Israeli shareholder or nominal capital
- Registering with – tax authority, National Insurance Institute, VAT
- Opening bank account
- Business license – depending on the type of business
- Accounting



# Cultural Features



**Pnina Manor Broder**  
Partner  
Naschitz Brandes Amir & Co  
Israel

- Informal culture
- Relaxed punctuality
- Expressive and direct communications
- Result driven
- Vibrant and intense society



## ILAN WINDER

Partner

Israel

[ilanwinder@nblaw.com](mailto:ilanwinder@nblaw.com)

נשיץ ברנדס אמיר  
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ILAN WINDER

Israel

[ilanwinder@nblaw.com](mailto:ilanwinder@nblaw.com)

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## Employing Israeli employees in Israel & getting expats to work in Israel

- Employment environment – laws, collective agreements, extension orders, personal agreements
- Recruiting
- Employment contracts - limited freedom of contract
- Minimum employees' rights
- Termination of employment
- Labor courts
- Employing expats

# Questions?



# Thank You!

M O D E R A T O R



**Mohamed Oulkhair**

Partner  
CWA  
Morocco



**Noa Partuk**

Middle East/Africa Manager  
Ministry of Economy and Trade  
Israel



**Pnina Manor Broder**

Partner  
Naschitz Brandes Amir & Co  
Israel



**Ilan Winder**

Partner  
Naschitz Brandes Amir & Co  
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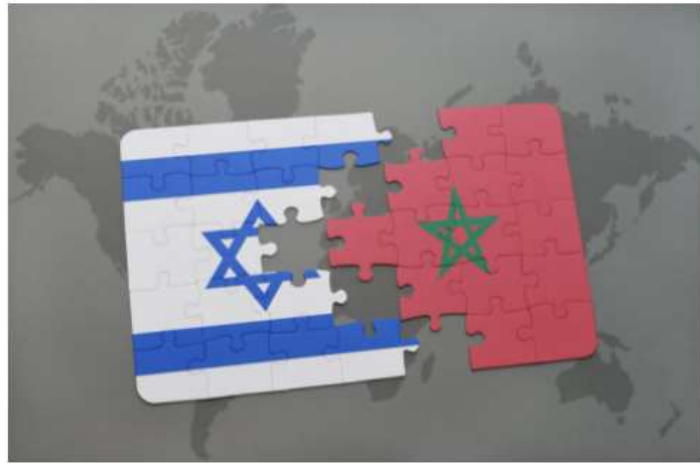


**Sharon Tzfon**

Head of the Gulf Desk  
Naschitz Brandes Amir & Co  
Israel



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