

## Introduction

The **Uruguay-Israel Office of Innovation and Entrepreneurship** (OIE) is an initiative led by the Presidency of Uruguay to strengthen the innovation ecosystem in Uruguay through direct collaboration with the Startup Nation.

The National Research and Innovation Agency (ANII) is executing this initiative, together with the Uruguay Innovation Hub (UIH), and the support of the Ministry of Foreign Affairs.

Uruguay has chosen the Hebrew University of Jerusalem (HUJI) as a main partner to establish the OIE based on its academic, scientific and innovation excellence, its deep connection with the Israeli innovation ecosystem, and its focus in Latin America.

## Goals

The objective of the Uruguay-Israel Innovation Office is to promote economic growth, social development, and sustainability through collaboration in science, technology and innovation between Israel and Uruguay, and strengthening the cultural, commercial, and investment ties that make this possible.

Specific goals:

1. Promote a **culture of innovation**, entrepreneurship, and impact investment in Uruguay.
2. Strengthen the **capabilities** in research, education, innovation, and entrepreneurship in both countries.
3. Enable the **concretion** of innovation, technology transfer, and investment projects, creating a virtuous and permanent connection between the innovation ecosystems of both countries.

Areas of interest for the OIE:

- Deeptech
- Biotech
- Green Tech
- Agrotech
- And other areas of interest what will be identified through the interaction between both ecosystems

These are the focus areas of the Uruguay Innovation Hub, which are based on the capabilities and potential of the Uruguayan innovation ecosystem. Agrotech was added, as the Uruguayan largest export sector, and a field where both countries have great capabilities and cooperation opportunities.

### *1) Promote a culture of innovation, entrepreneurship, and impact investment in Uruguay*

This goal encompasses:

- Training programs with Israeli partners such as the Hebrew University of Jerusalem, in science, innovation and entrepreneurship.
- Programs to promote technology transfer, as a key mechanism for science, technology and innovation to drive the country's development. Israel has developed these capabilities throughout its entire ecosystem, so we propose to work together with TTOs (Technology Transfer Offices), and other relevant organizations in Israel, to strengthen Uruguay's technology transfer capabilities.

### *2) Strengthening the research, education, innovation, and entrepreneurship capabilities in both countries through cooperation and joint projects*

This goal encompasses:

- Starting from day one with the offer of instruments from ANII and UIH, while adding new opportunities based on the interaction with research and innovation organizations, companies, and startups in the Israeli ecosystem.
- In the initial stage, the emphasis will be on identifying partners in Israel interested in providing promotion, networking, and funding capabilities to support these calls and the resulting projects.

### *3) Facilitate the concretion of innovation, technology transfer, and investment projects, creating a virtuous and permanent connection between the innovation ecosystems of both countries*

This goal focuses on promoting projects and joint ventures between partners and stakeholders from both ecosystems. These projects will generate tangible benefits for the whole initiative. There are two broad types of projects:

- **Partnerships:** Identify and connect partners from both countries interested in promoting research, innovation, technology transfer, and investment initiatives.
- **Matchmaking services between the Uruguayan and Israeli ecosystem:** Matchmaking between researchers, companies, startups, and investors from Israel and Uruguay, through two modalities:
  - One-to-one (ad hoc) contacts between companies, startups, and investors from Uruguay and Israel.
  - Calls and initiatives focused on specific interest groups, productive sectors, and areas of interest of the OIE.