



Volkswagen have opened a campus in Tel Aviv. It's called Konnect, and it's meant to provide local partners and startups direct access to the VW Group.

Konnect will support business collaborations within the highly innovative tech scene in Israel as well as support in mentoring and consulting. The variety of topics includes connectivity, smart navigation, cyber security, e-mobility, and big data.

Konnect will be headed by managing director Stephanie Reimann who will work with the group's brands to conduct focused scouting activities within the Israeli market and identify, support and develop proof of concept projects with start-ups in various fields of mobility.

Reimann says she is excited to move to Israel, and looks forward to "working with the Israeli startup ecosystem to identify cutting-edge technologies for our future mobility solutions...the mission of Konnect is to connect, foster and accelerate the high-tech initiatives of the group brands in the future within the Israeli ecosystem. We will invite relevant companies to approach us and form a meaningful partnership with the group and our strong brands."

Last week, the group showcased Konnect's activities and services at the Ecomotion conference in Tel Aviv. As part of their activities in Israel, Konnect and the VW brand are supporting 41 local startups with innovative business ideas connected to the future of mobility. □ Selected entrepreneurs will have the opportunity to present their ideas to a professional jury of VW experts who will choose one winning startup. The winner will then spend six months at the Transparent Factory in Dresden and will benefit from professional mentorship and exposure to brand development divisions and investors.