

AUSTRIA IST ÜBERALL.

Food Business Israel

Webinar

29.09.2026

Webinar information

60 min

Webinar duration

Recorded

Recording will be sent after the webinar.

Presentations

Slides will be available after the session.

Ask us your questions

Use the chat window or via microphone.

Agenda

Eva Maria
Weithaler

ISRAEL'S ECONOMY AND
CURRENT SITUATION



Rotem
Segev

INSIGHTS INTO THE
LOCAL FOOD MARKET



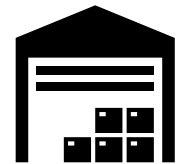
Jonas
Smietana

AUSTRIAN EXPORTER'S
PERSPECTIVE



Raed
Nama

ADDITIONAL INSIGHTS
INTO ISRAELI IMPORT
ACTIVITIES



Agenda

1

**ISRAEL'S ECONOMY AND
CURRENT SITUATION**



2

**INSIGHTS INTO THE
LOCAL FOOD MARKET**



3

**AUSTRIAN EXPORTER'S
PERSPECTIVE**



4

**ADDITIONAL INSIGHTS
INTO ISRAELI IMPORT
ACTIVITIES**



Economic Situation

Core indicators

+2.9%

Growth in 2025

Forecast 2026: 3.5-4%

6.35%

R&D intensity

#1 globally as share
of GDP

Innovation ecosystem

#14

Innovation ranking

GII 2025

#3

Startup ecosystem

StartupBlink

#1

AI-native startups

AI-native startups

War cost & currency pressure

approx. USD 95bn for military intervention across all fronts, incl. approx. USD 11bn due to the conflict with Iran. Public debt increased to 68.6%.

Very strong Israeli shekel (ILS): approx. 0.29 NIS/EUR

Key drivers: high-tech, skilled workforce, technology & defense exports.

Business opportunities

Construction & infrastructure

Mechanical engineering

Cyber technologies

Renewable energy & environmental tech

Export in numbers (2025)

€9.32
billion
import

€23m

exported by Austria
in food and beverages
to Israel

A compact but diversified export
basket

€8.9m

mineral water

€5.5m

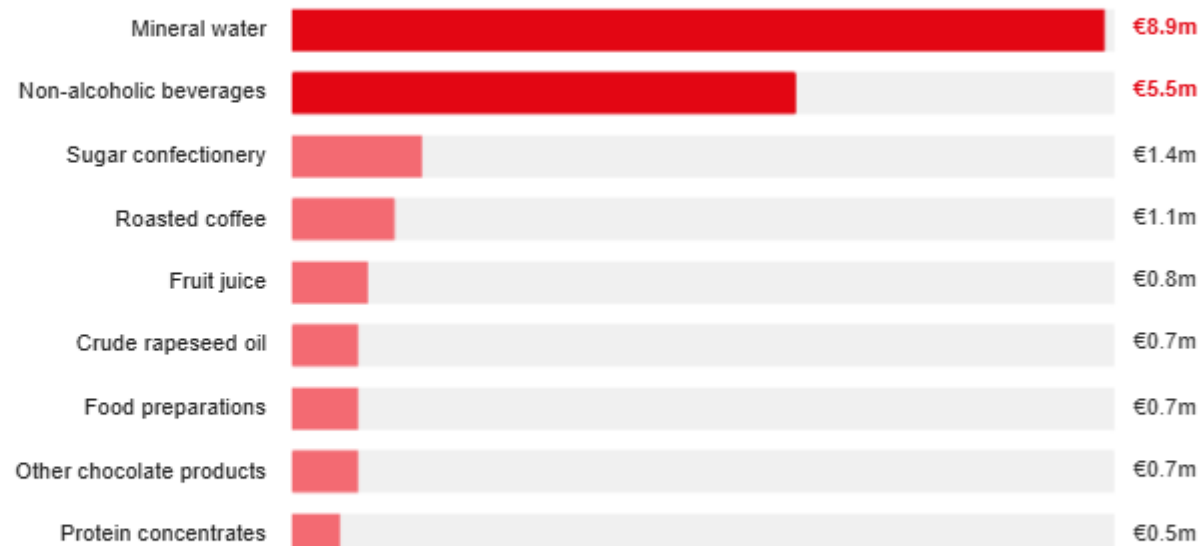
non-alcoholic beverages

€9,2m

Food and live animals

Exports by product category

Export value, € million



Mineral water and non-alcoholic beverages account for roughly 63% of the €23m total.

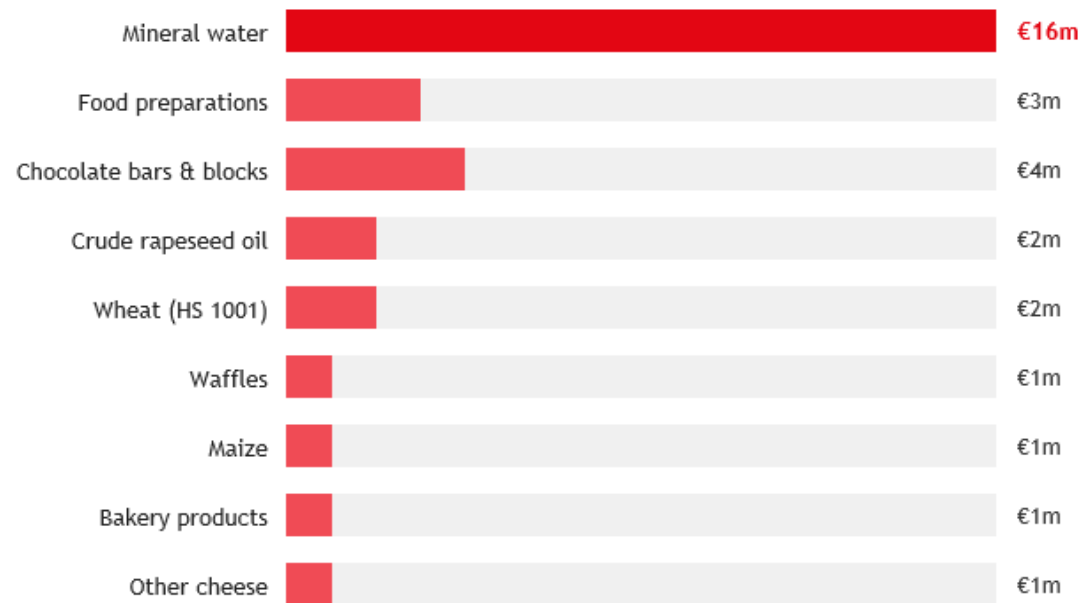
Untapped Export Potential for Austrian Companies

Food & beverage opportunities in Israel, estimate to 2030



Top product opportunities

Estimated untapped potential, €m



What this means for Austrian exporters

01 Lead with water

Mineral water alone represents the largest single opportunity.

02 Broaden the basket

Prepared foods, chocolate, oils and bakery products add meaningful potential.

03 Prioritise Israel

Nearly 97% of the identified potential is linked to the Israeli market.

Travel Warning Israel

The highest Austrian risk classification (4) does not apply to Israel as a whole, but is geographically limited to northern border regions, while at the moment the rest of the country is in a high-risk but operational category (Level 3).



Insight into the **Current Situation** on the Ground

Normal daily life throughout most of Israel
- all restaurants, cafés, bars, cinemas and other public facilities are open as usual; beaches are also well frequented.



Flight connectivity between Israel and Europe is re-establishing to near-normal levels, with Israeli carriers, Austrian Airlines (daily service), and airlines such as Wizz Air already operating regular routes.

AUSTRIA IST ÜBERALL.

Next Events

- Marketplace Austria | 14.10.2026
- WineTech & Food Store Check 2027

Contact us!

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