

Canada - Israel Cannabis Tech Hub Drives Partnerships



Female founded initiative was established to promote technology and innovation partnerships between licensed Canadian cannabis producers and the Israeli technology ecosystem

TORONTO ? Sept 24, 2018 /[Canna Newswire/ ?](#)] Launched simultaneously in Canada and Israel in July 2018, Can Innovation Finder (CIF), today announced the initiative has already shown tremendous momentum, with more than 20 Israeli companies and some of the most well established licensed producers (LPs) in Canada either signed or in negotiations.

CIF is the first initiative of its kind for the two countries and was established to promote technology and innovation partnerships between licensed Canadian cannabis producers and the Israeli technology ecosystem. CIF identifies relevant Israeli technologies that will assist Canadian growers in increasing consumption, yield, performance, and quality of product, packaging and more.

Founded and managed by two female entrepreneurs with a strong track record in investments, business development and strategy, the CIF team has a unique and in-depth understanding of both the Canadian cannabis market and the Israeli tech ecosystem, and is able to seamlessly navigate the different needs and cultures. The company has an ambitious strategy for expanding the Canada-Israel cannabis tech partnership, including working with VCs and private investors.

CIF CEO Sarah Tahor says: "There are incredible partnership opportunities for companies on both sides, and Canadian Licensed Producers can gain a huge market advantage by tapping into Israel's tech ecosystem. Our role is to highlight opportunities that the market may not know about and provide the platform to enable new partnerships and business ventures. With contracts in place with the LPs to introduce them to multiple Israeli companies, we save them time and ensure they have access to top Israeli CannaTech, AgriTech and BioTech innovation".

"We're at the start of relations with great potential. We're supported by both the Canadian producers and the Israeli tech industry, who are both eager to establish viable, profitable relationships. We have a unique mechanism in place, with a level of comfort and familiarity on both sides of the table, with an excellent understanding of what both parties are looking for. Since we only make introductions if there is interest from the Canadian growers, we ensure the introductions we make are relevant and highly likely to generate a transaction," said Yona Cymerman, EVP at CIF.

For more information visit www.caninnovationfinder.com or contact us at: sarah@caninnovationfinder.com (Canada) or yona@caninnovationfinder.com (Israel).

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Media Contact:

Yona Cymerman

CAN Innovation Finder

yona@caninnovationfinder.com

+972 50-268-8603