



HP in Israel

History

- 1957 – HP established in Israel with Motorola
- 1994 – HP Labs opens office in Haifa, at Technion
- 1996 – Compaq opens in Israel
- 1998 – HP Israel established in Tel-Aviv
- 2002 – HP acquires Indigo for \$629 million
- 2002 – HP and Compaq merger
- 2002 – HP unifies sales teams in Raanana
- 2004 – HP opens ink plant in Kiryat Gat
- 2005 – HP acquires Scitex Vision for \$230 million
- 2005 – HP and ORT open Microenterprise Acceleration Program in Kiryat Bialik

Current presence

- Full-time employees in Israel: 1,500
- Led by Ken Willet, acting managing director, HP Israel
- Sales & Marketing team
- HP Labs R&D facility in Haifa
- Manufacturing sites: HP/Indigo; Scitex Vision

Business position

- Largest supplier of IT products and services; ranked No. 18 by Dun & Bradstreet, 2004
- Ranked No. 4 overall brand in Israel and top among IT companies in 2005 by Globes Business newspaper
- Named best service company in Israel in surveys managed by STKI in 2005, Meta Group in 2004

HP Microenterprise Acceleration Program

The HP Microenterprise Acceleration Program (MAP) provides community-based microenterprises in select locations around the world with access to IT and IT training so that they can better grow and manage their businesses. To accomplish this, HP has established alliances with leading country NGOs and local non-profit training and business development service providers who are already working with microenterprises

and small businesses in communities.

HP provided contributions of equipment, funding, services and support to local training and business development service providers to establish HP Microenterprise Acceleration Program centers.

The first MAP Center in Israel opened in November 2005 in conjunction with ORT, a global charity organization, at ORT Kiryat Bialik College to provide training for women in high-unemployment areas in the north.

- HP has contributed \$100,000 (ILS500,000) to set up the center, and is contributing another \$35,000 (ISL200,000) for operations;
- The center has two classrooms equipped with the necessary hardware, software and communications tools to deliver advanced training;
- More than 150 women have thus far been trained in 10 courses.

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