

2010 Governor's Business Mission to Israel

October 25 - November 2, 2010



MISSION OBJECTIVES

- Enhanced cooperation in areas of R&D and innovation
- Support current business relationships and explore new opportunities
- Increase export sales to Israel
- Signed cooperation agreement



Oregon Governor Ted Kulongoski will lead a business development mission to Israel at the end of October, his second visit to the nation. The dates for the trip are October 25 through November 2, with planned events in Tel Aviv, Herzliya and Jerusalem. A delegation of business leaders will be invited to join the Governor with the goal of promoting Oregon as the ideal partner for green energy, security, and manufacturing projects, while also opening new markets for Oregon products. The tentative agenda has the Governor visiting Tel Aviv to attend an alternative energy trade show, making calls on Israeli businesses, meeting with venture capitalists in Herzliya, as well as meeting with government officials in Jerusalem. The mission is being planned by Business Oregon, with the assistance of the Israeli Consulate in San Francisco.

One of the Governor's goals is to sign a Memorandum of Cooperation with the nation of Israel to build on business-to-business opportunities and joint collaboration on alternative energy, security and innovation initiatives. The Governor will also be representing the interests of the newly formed Oregon-Israel Business Alliance, which has been organized by a group of Oregon private-sector business leaders to create new business ties with Israel.

The Governor's first business mission to Israel took place in the spring of 2008.

Mission Activities

The mission will include business development tracks on Renewable Energy, R&D/Innovation Cooperation, Ports/Logistics/Security and Venture Capital opportunities. All track delegates will participate in several mission-wide events and briefings with the Governor, as well as separate track-specific meetings and activities. Events will include:

- Business-to-business and investment meetings
- Receptions with local business leaders and national government officials
- Visits company operations in Israel
- U.S. Embassy briefings on economic and commercial opportunities
- EnergyTech and/or Homeland Security trade show and conference

International Trade and Oregon's Economy

International trade is a cornerstone of Oregon's economy. There are nearly 5,000 Oregon companies that export products and services abroad, and one in four Oregon manufacturing jobs is linked to international trade. Expanding trade opportunities with foreign markets is critical to retaining and creating jobs in the state.

Oregon exported over \$136 million worth of manufacturing goods to Israel last year. The total value of exports since 1996 exceeds \$772 million. In addition, Oregon companies have contracts valued over \$6.2 million for U.S. government-funded military contracts with Israel through the Foreign Military Financing (FMF) program. Israel now ranks as Oregon's 21st leading trade partner. Israel imports a great deal of high-tech and defense products but is also a center for high-tech design and R&D. They are particularly strong in semiconductors, software, telecommunications and biotechnology.

Estimated Expenses

The estimated cost paid by participants will be approximately \$4,500 – \$5,000 per person, including round-trip coach class airfare, ground transportation, hotel accommodations, mission events, and in-country staff assistance.

To Apply

This trip will be a valuable economic development opportunity for Oregon-based companies and organizations that have significant business prospects in Israel; are already doing business in Israel; and/or are involved in project procurement in the Israeli market.

To apply to participate as a member of the Oregon delegation, please contact Karen Wilde Goddin, Managing Director – Business, Innovation and Trade; at karen.goddin@state.or.us

EnergyTech International Trade Show

On October 27 and 28, the EnergyTech international tradeshow will feature solar, wind and energy efficiency-related companies from more than 17 countries that will display their newest developments, products and services. EnergyTech will provide its audience access to important players in the international market, creating opportunities for attendees to grow their businesses and meet market demands and changes.

Israel Homeland Security International Convention

In October 2010, the first biennial Homeland Security Convention will be held from October 31 to November 3, 2010 in Tel Aviv.

Over 500 representatives from around the globe will join forces with Israeli companies representing the brightest and most innovative technologies in homeland security. Highest ranked experts in the field, as well as decision makers, high profile municipal and state leaders from around the world will present new methodologies, trends, challenges, and opportunities in the industry.

