Rutgers Food Innovation Center, NJ Business Incubation Network, and Choose NJ Representatives to Visit Israel
Meetings to Build NJ-Israel Innovation Cluster

Bridgeton, NJ - During the week of June 21, Lou Cooperhouse, director of the Rutgers Food Innovation Center (FIC) and president of the Rutgers University System of New Jersey (RUSN), and Robert Paolini, co-founder and CEO of OGV - Olive Grove Ventures, will visit Israel.

They will be hosted by Olive Grove Ventures (OGV), an international business development consultancy, whose mission is to bring business from Israel to New Jersey to learn about the market entry resources and platforms to help Israeli companies succeed in the US.

The NJ-Israel Food Innovation Cluster is a joint initiative between the FIC, OGV, and Tel-Hai Academic College.

"We are extremely excited at this first step in creating a NJ-Israel Food Innovation Cluster. Business clustering and business matching are proven tools for economic growth, due to the opportunities created by linking together academia, industry and government," said Cooperhouse.

With the presence of Choose New Jersey, Inc., the goal is to share the message that New Jersey is the gateway to the U.S. with a $105 billion food industry sector, and a central location that serves 130 million consumers within a day’s drive.

"International outreach gives us the opportunity to nurture relationships with executives, industry groups, and companies that have operations in New Jersey, including Frutarom and RADWIN, and we seek to expand that roster while in-country."

In addition, Cooperhouse and Paolini will meet with the leadership of several government and privately-funded technology incubators and accelerators, as well as organizations that see value in linking New Jersey and Israeli companies.
Margaret Brennan-Tonetta, associate vice president for economic development at Rutgers University, stated, "This is an ... for international cluster development in other areas as well, such as life sciences, energy and advanced manufacturing."

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**About Rutgers Food Innovation Center (FIC):**

The Rutgers Food Innovation Center (FIC) is a food business incubation and economic development accelerator program of Rutgers University. It is the only program in the world that focuses on the food and agribusiness sector.

**About New Jersey Business Incubation Network (NJ BIN):**

The New Jersey Business Incubation Network (NJ BIN) is the entrepreneurial ecosystem of New Jersey, with business incubators that have the largest cluster of internationally-focused incubators in the U.S. and the second-largest cluster in the world.

**About Choose New Jersey, Inc.:**

Choose New Jersey, Inc. is a privately funded 501(c)(3) corporation charged with encouraging and nurturing.