Rutgers Food Innovation Center, NJ Business Incubation Network 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 Richard Paolini, director of Choose New Jersey, Inc., will visit Israel to host meetings that will build a NJ-Israel Food Innovation Cluster.

They will be hosted by Olive Grove Ventures (OGV), an international business development consultancy, whose mission is to introduce and connect Israeli companies with New Jersey companies 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 in Israel. The cluster’s mission is to facilitate business opportunities between NJ and Israel through a series of meetings, seminars, and workshops.

“We are extremely excited at this first step in creating a NJ-Israel Food Innovation Cluster. Business clustering and innovation initiatives like this are critical to the growth of our states, 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 US 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 other entities that have operations in New Jersey, including Frutarom and RADWIN, and we seek to expand that roster while in-country,” said Cooperhouse.

In addition, Cooperhouse and Paolini will meet with the leadership of several government and privately-funded technology incubation programs, as well as academic and economic development organizations as well as municipal, regional and statewide industry associations.

1 / 3
Margaret Brennan-Tonetta, associate vice president for economic development at Rutgers University, stated, “This is an opportunity to leverage one of New Jersey’s leading economic strengths to build a cluster in Israel, which can be a model for international cluster development in other areas as well, such as life sciences, energy and advanced manufacturing.”

###

**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 was launched in 2015, and it is the only Soft Landings 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. It has over 70 incubators and accelerators across the state, and it is 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 entrepreneurial and economic development in the state of New Jersey.