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 Business Incubation Network (BIN), and Paolo Paolini of Choose New Jersey, Inc., will travel to Israel to explore the possibility of forming a joint cluster with New Jersey and the State of Israel.

They will be hosted by Olive Grove Ventures (OGV), an international business development consultancy, whose mission is to provide Israeli companies with the market entry resources and platforms to help them succeed in the U.S. OGV provides seminars and workshops for companies and helps Israeli companies explore new markets and opportunities.

The NJ-Israel Food Innovation Cluster is a joint initiative between the FIC, OGV, and Tel-Hai Academic College. The goal is to link Israeli technology with New Jersey's food focus and the state's innovative ecosystem.

“We are extremely excited at this first step in creating a NJ-Israel Food Innovation Cluster. Business clustering and partnerships are key to 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 over 100,000 food industry jobs and an annual food and beverage sales of $105 billion, New Jersey has a significant presence within the sector and the ability to serve the 130 million consumers within a day's drive.

“International outreach gives us the opportunity to nurture relationships with executives, industry groups, and potential customers who 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 initiatives expected to be formed between the State of Israel and the State of New Jersey during the next few years.

“We are committed to the success of these efforts and believe that the NJ-Israel Food Innovation Cluster will be a catalyst for growth and innovation within the food industry,” said Cooperhouse.

The meetings will take place in Jerusalem and Tel Aviv, and will include visits to创新s, startups, and other organizations involved in the food technology sector.
Margaret Brennan-Tonetta, associate vice president for economic development at Rutgers University, stated, “This is an important step forward 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 that supports early-stage businesses in the food and agribusiness sector. It connects entrepreneurs with resources and provides assistance in areas such as business development, technology transfer, 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, with business incubators throughout the state. NJ BIN is the largest network of incubators in the world and the second-largest in the United States, actively supporting small businesses.

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

Choose New Jersey, Inc. is a privately funded 501(c)(3) corporation charged with encouraging and nurturing economic development initiatives and supporting businesses in New Jersey.