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 NJ Business Incubation Network (BIN), and Paolini, an international business development consultant, will visit Israel to meet with Israeli Hatchery (Tel-Hai Academic College) representatives and members of the NJ-Israel Innovation Cluster.

They will be hosted by Olive Grove Ventures (OGV), an international business development consultancy, whose mission is to help Israeli companies build a successful market entry strategy from 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. Bridgeton, NJ - During the week of June 21, Lou Cooperhouse, director of the Rutgers Food Innovation Center (FIC) and president of the NJ Business Incubation Network (BIN), and Paolini, an international business development consultant, will visit Israel to meet with Israeli Hatchery (Tel-Hai Academic College) representatives and members of the NJ-Israel Innovation Cluster.

"We are extremely excited at this first step in creating a NJ-Israel Food Innovation Cluster. Business clustering and collaboration is essential to 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. "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," 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.

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Margaret Brennan-Tonetta, associate vice president for economic development at Rutgers University, stated, “This is an important step in building NJ-Israel Innovation Cluster. This approach can be replicated and applied 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. The program focuses on the food and agribusiness sector, supporting and nurturing new businesses through innovation, entrepreneurship, and commercialization. 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 incubation networks across the state. 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 economic development in New Jersey through partnerships with the State, the New Jersey Economic Development Authority, and the Office of the Secretary of Higher Education. For more information, visit www.choosenj.com.