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 Research Park, along with Alternate Executives Robert Paolini, Chief Technology Officer of the Rutgers University Research Park (RU RP), will visit Israel with the New Jersey Business Incubation Network (BIN) and Choose New Jersey to build NJ-Israel Food Innovation Cluster.

They will be hosted by Olive Grove Ventures (OGV), an international business development consultancy, whose mission is to facilitate economic development initiatives expected to be formed between the State of Israel and the State of New Jersey during the next few years.

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 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 currently have operations in New Jersey, including Frutarom and RADWIN, and we seek to expand that roster while in-country,” Cooperhouse said.

In addition, Cooperhouse and Paolini will meet with the leadership of several government and privately-funded technology incubators, and participate in industry networking sessions. They also will tour several food companies in Israel to learn about market entry resources and platforms to help Israeli companies succeed in the US.
Margaret Brennan-Tonetta, associate vice president for economic development at Rutgers University, stated, “This is an opportunity to build a unique, cross-border collaboration that will set a new standard 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. This initiative is a unique platform for food and agribusiness startups to grow and thrive. 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 is the first integrated statewide network of business incubators, with a focus on international business development. NJ BIN 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. It works closely with the New Jersey Economic Development Authority, and the Office of the Secretary of Higher Education. For more information, visit www.choosenj.com.