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 Agricultural Experiment Station, and2 Paolini, director of the NJ Business Incubation Network (BIN), and Choose NJ representatives will visit Israel. They will be hosted by Olive Grove Ventures (OGV), an international business development consultancy, whose mission is to introduce and connect New Jersey companies with similar companies from Israel to help Israeli companies succeed in the US.

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The NJ-Israel Food Innovation Cluster is a joint initiative between the FIC, OGV, and Tel-Hai Academic College. The goal of the cluster is to facilitate collaboration between academia, industry, and government in the food tech sector.

“We are extremely excited at this first step in creating a NJ-Israel Food Innovation Cluster. Business clustering and cluster development are a proven method of fostering job creation, innovation, 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 US$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 organizations 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孵化 accelerator programs and innovation centers in Israel, and hold discussions with Israeli Venture Capital firms to facilitate investment opportunities for NJ companies.

The NJ-Israel Food Innovation Cluster is expected to be a platform for an increased number of initiatives expected to be formed between the State of Israel and the State of New Jersey during the next few years.
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 ... 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. It prides itself on ... has 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 ...