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), will be accompanied by a delegation that includes Rutgers representatives, the New Jersey Business Incubation Network (BIN) and Choose New Jersey to Israel for meetings and site visits.

They will be hosted by Olive Grove Ventures (OGV), an international business development consultancy, whose mission is to connect Israeli companies with New Jersey companies to learn about 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 in Israel. The cluster will be designed to advance the exchange of knowledge, business, and scientific expertise between New Jersey and Israel relating to food innovation.

“We are extremely excited at this first step in creating a NJ-Israel Food Innovation Cluster. Business clustering and innovation are essential drivers of 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 US market. New Jersey is home to 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 already 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 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 Rutgers University. It is one of the 15 Soft Landings global customers, which enables companies to develop strategies for entry into global markets and provides successful pathways. 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 and accelerators. It 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 economic development in the state of New Jersey.

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