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-Newark, and Deb Paolini, director of Operations for New Jersey Business Incubation Network (BIN) will be visiting Israel. The purpose of the visit is to advance the NJ-Israel Food Innovation Cluster, a joint initiative between the FIC, Olive Grove Ventures (OGV), and Tel-Hai Academic College.

They will be hosted by Olive Grove Ventures (OGV), an international business development consultancy, whose mission is to help Israeli companies enter and succeed in the US food and agriculture market, and related industries. Much of their work focuses on the food industry, where they have successfully helped Israeli companies enter the US market.

The NJ-Israel Food Innovation Cluster is a joint initiative between the FIC, OGV, and Tel-Hai Academic College. It is designed to foster partnerships and exchange of knowledge and resources between New Jersey and Israeli companies, as well as between New Jersey and Israeli universities and research institutions.

“We are extremely excited at this first step in creating a NJ-Israel Food Innovation Cluster. Business clustering and cluster 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. food industry, which has a $105 billion 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 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 incubators in the Tel Aviv region, and will meet with the leadership of several government and privately-funded technology incubators in the Tel Aviv region, as well as with the leadership of several government and privately-funded technology incubators in the Tel Aviv region, and the leadership of several government and privately-funded technology incubators in the Tel Aviv region.
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. The FIC provides a state-of-the-art food science and technology incubator space for food business ventures. 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 acceleration centers that provide supportive services. NJ BIN has the largest cluster of internationally-focused incubators in the U.S. and the second-largest cluster in the world. It is also the strategic partner for Rutgers University’s Food Innovation Center.

**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 is an initiative of the New Jersey Economic Development Authority, and the Office of the Secretary of Higher Education. For more information, visit www.choosenj.com.