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 Giuseppe Paolini, director of international business development at Tel-Hai Academic College, will meet in Israel to further develop a collaboration between Rutgers and Tel-Hai.

They will be hosted by Olive Grove Ventures (OGV), an international business development consultancy, whose mission is to help Israeli start-ups enter the U.S. market. Olive Grove will introduce the Rutgers team to the resources and platforms that help Israeli companies succeed in the U.S.

The NJ-Israel Food Innovation Cluster is a joint initiative between the FIC, OGV, and Tel-Hai Academic College. The FIC, a unit of Rutgers University’s New Jersey Agricultural Experiment Station, is dedicated to creating a sustainable and healthy food system.

“We are extremely excited at this first step in creating a NJ-Israel Food Innovation Cluster. Business clustering and collaboration can drive 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. 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 organizations that already 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 incubation programs in Israel, as well as with a variety of academic and economic development organizations as well as municipal, regional and statewide industry associations.
Margaret Brennan-Tonetta, associate vice president for economic development at Rutgers University, stated, "This is an important step in establishing the innovation cluster here in New Jersey. It will serve as a blueprint 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 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 incubators that service over 1000 businesses. NJ BIN 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. Choose New Jersey works closely with the New Jersey Economic Development Authority, the Office of the Secretary of Higher Education. For more information, visit www.choosenj.com.