



John R. Kasich, Governor

Department of Development

Christiane Schmenk, Director



Ohio Department of Development/The Negev Foundation Israel

Food and Agribusiness Trade Mission 2012

The Ohio Department of Development invites you to take part in a trade mission to Tel Aviv, Israel from May 13-17, 2012. The mission will be led by the Ohio Department of Development's Office of Export Assistance, in partnership with The Negev Foundation. The purpose of the mission is to assist Ohio small-to medium-sized companies involved in food and agribusiness with exporting their products and services to this dynamic market.

Ohio Mission Participants Will Receive:

- **Business Matchmaking:** Customized one-on-one business appointments with prospective agents, distributors, or buyers. Participants will average three to five business appointments each day, depending upon the company's products, services, and objectives.
- **Market Research:** Valuable market research including industry sector information and target company profiles.
- **In-country Business Briefing:** Briefing by local business and government officials will provide extensive market knowledge.
- **Trade Office Staff Support:** Global Agricultural Program Manager Tim Sword will be available to assist with preparation for the mission as well as post-mission follow-up. Ohio-Israel Trade Office staff will provide in-country support services.
- **Ground Transportation:** Group airport to hotel ground transportation will be provided.
- **Group-rate Accommodations:** Block hotel bookings will be available.
- **Business Service Support:** Assistance finding and arranging drivers and interpreters will be available.

Trade Mission Itinerary

Sunday, May 13	P.M. Depart for Tel Aviv, Israel
Monday, May 14	P.M. Arrive in Tel Aviv, Israel
Tuesday, May 15	A.M. Israel Country Briefing Agritech Israel 2012 Trade Show
Wednesday, May 16	Individual Business Meetings in Tel Aviv P.M. Networking Dinner
Thursday, May 17	Individual Business Meetings in Tel Aviv P.M. Depart for United States



Tel Aviv, Israel



Why Export to Israel?

- The United States and Israel have a Free Trade Agreement and a long trade history, with more than \$33 billion in annual trade flow.
- The current value of the dollar is conducive to the export to Israel by American companies.
- Israel is Ohio's 25th largest export market. In 2010, Ohio exported \$227.9 million in products to Israel.
- Israel excels in many key business areas including agriculture, the life sciences, information technology, telecommunications, clean technology, electronics, and homeland security.
- The World Economic Forum notes Israel as a world leader for technological innovation.

Agritech Israel 2012

- The 18th International Agricultural Technology Exhibition will be held May 15–17, 2012 at the Israel Trade Fairs and Convention Center in Tel Aviv. As one of the world's most important exhibitions in the field of agricultural technologies, Agritech Israel has served as a platform for bringing together more than 7,000 foreign visitors from 115 countries to interact with the leading international agriculture technology companies.

Registration and Costs

Registration deadline is March 16, 2012.

Mission Participation Fee: \$600 per person

- Includes in country staff support, group airport to hotel transportation, country briefings and networking events, and pre-trip and in-country staff support.
- Mission delegates are responsible for their own airfare, lodging, meals, and miscellaneous expenses.

For additional information and to register, please contact:

Tim Sword, Global Agriculture Program Manager

Phone: (614) 728-3120

Email: Tim.Sword@development.ohio.gov

The Ohio International Market Access Grant for Exporters (IMAGE)

IMAGE is a program funded by the State of Ohio and the United States Small Business Administration as part of the National Export Initiative to double United States exports by 2015. Companies can apply for an IMAGE award of up to \$3,000 to be reimbursed to offset up to \$6,000 of the qualifying expenses (at 50 percent) associated with a trade mission.

Eligible expenses include: Participant fee, market research and appointment setting fees, economy class airfare, and lodging.

For more information, please visit

www.IMAGE.development.ohio.gov or call (614) 466-5017

