

Israel Business and Technology Connection

A Publication of the Jewish Community Relations Council

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Greetings

With the start of the new year we thank you for your continued interest in the outstanding opportunities Israel has to offer in the areas of business and technology.

Take a look below at some of the many new points of connection created in 2010 by the Jewish Community Relations Council's Israel Business and Technology Committee (IBTEC) between the St. Louis business and research communities and their Israeli counterparts.

And please mark your calendar for an exciting event on February 2nd, co-sponsored by IBTEC at Washington University featuring Dan Senor, co-author of "Start-Up Nation: The Story of Israel's Economic Miracle."

Best wishes for a successful 2011!

Save the Date

Dan Senor, co-author of the bestseller "Start-Up Nation: The Story of Israel's Economic Miracle" will speak at Washington University's Graham Chapel on Wednesday, February 2, 2011 at 6 p.m.

The lecture, part of Washington University's Assembly Series is co-sponsored by the Jewish Community Relations Council - Israel Business and Technology Committee (with the support of a grant from the Mildred Herbert and Julian Simon Foundation), Olin Business School at Washington University and Washington University Students for Israel.

Mr. Senor is an Adjunct Senior Fellow for Middle Eastern Studies at the Council on Foreign Relations. The event is free and open to the public.

IBTEC Accomplishments in 2010

The JCRC's Israel Business and Technology Committee (IBTEC) works with a consortium of St. Louis and Missouri-wide non-profits to promote Missouri as a top destination for partnerships, investment, and location by Israeli researchers and companies. IBTEC partners include: the Coalition for Plant and Life Sciences, the

Donald Danforth Plant Science Center and the Missouri Biotechnology Association (MOBIO). Accomplishments in 2010 include:

- IBTEC worked closely with the Missouri Biotechnology Association and the Missouri Partnership to provide materials, messages, and guidance in preparation for the 2010 [Israel Life Science Conference in Tel Aviv](#). The materials provided by IBTEC helped the Missouri delegation develop future opportunities for new bioscience co-investments between Missouri and Israel.
- IBTEC and its partners provided support to the State of Missouri for Governor Jay Nixon's visit to the 2010 BIO International Convention in Chicago. Through groundwork laid by consortium partners and its relationships with the Israel Counsel for Economic Affairs, Governor Nixon, and his leadership delegation, met with leadership of the Israeli delegation, including the Chief Scientist in the Ministry of Industry, Trade and Labor of Israel, Dr. Eli Oppen.
- The consortium's preparation for the 2010 BIO Convention led to specific company visits to St. Louis by Israeli companies interested in collaborations and business contacts in Missouri. The first of these site visits was made by Israeli company, [Allosterix](#). On May 7, the company's co-founders, Dr. Ariel Solomon and Omer Vunsh, participated in a packed day of meetings, coordinated by IBTEC, to explore corporate and university strategic partnerships as well as funding sources. Through relationships of the Coalition for Plant and Life Sciences, Allosterix connected with entrepreneurial support at the Center for Emerging Technologies and the BioGenerator. In turn, the BioGenerator connected Allosterix with a team of researchers who had been downsized from Pfizer but had specific expertise in the drug development area targeted by Allosterix.
- Omer Vunsh's enthusiasm about his visit to St. Louis led to further conversation with his father, Dr. Ron Vunsh. Dr. Vunsh is the Director of Tissue Culture & Plant Transformation for Israeli company [Evogene](#). Evogene is a world leading ag-biotech company geared toward developing improved plants for the agriculture and biofuel industries through the use of plant genomics. Dr. Vunsh had previously collaborated with Monsanto, but was unaware of Missouri's other assets in plant science and algae. While Dr. Vunsh was in St. Louis in June for the International Association for Plant

Biotechnology Congress, the consortium hosted Dr. Vunsh for a dinner to raise awareness about the region's research assets. In the time since that dinner, Dr. Vunsh has continued to discuss partnership opportunities with the Danforth Center and served as an ambassador in Israel for St. Louis' strengths in plant science.

- The consortium played a similar role in connecting Dr. Rudy Maor, Chief Technology Officer of [Rosetta Green](#), to St. Louis companies and researchers. Rosetta Green discovers microRNAs in algae that hold potential value to the plant biotechnology industry in a variety of applications such as advanced feedstocks for biofuels. Through the consortium, Dr. Maor was connected to colleagues at Monsanto and St. Louis start-up Divergence to pursue research and business collaborations.

- The IBTEC advisory committee met with the co-founder and CEO of Israeli healthcare information technology company, [Haldor](#), and provided information on St. Louis resources and valuable connections to the local and regional health care industries. Haldor opened its St. Louis office in August.

- IBTEC was the Respondent on a Response to Missouri Technology Corporation's Energize Missouri: Renewable Energy, Algae-Based Renewable Energy Study Request for Proposals. The Response was titled: *Promoting Opportunities for Commerce and Collaboration between the State of Missouri, the St. Louis Region, and the State of Israel: Advancing Missouri's International Leadership in Algae-based Renewable Fuels*. Collaborators were the Coalition for Plant and Life Sciences, Donald Danforth Plant Science Center, and the Missouri Biotechnology Association.

- IBTEC and its consortium partners continue to build strong relationships with the Consul for Economic Affairs at the Government of Israel Economic Mission to the Midwest. The consortium works with the Consul to provide contacts, guidance, and support for Israeli companies interested in raising capital, exporting their goods and services, and finding strategic partners in Missouri.

- IBTEC is working with the Regional Coordinator of Partnership 2000 in Yokneam-Megiddo to bring to St. Louis a representative of [Argo Medical Technologies](#), the creators of [ReWalk](#), a

robotic device that assists people with lower extremity paralysis to walk. The visit would be an opportunity to explore business opportunities in St. Louis and focus media and public attention on the 21st century Israel that exists beyond the conflict.

About the e-newsletter

Welcome to **IBTEC's** e-newsletter. The e-newsletter brings updates on the various aspects of Israel's business and technology developments to the St. Louis community. You will also find updates from the Yokneam-Megiddo region-a sister region to St. Louis, as well as connectable and actionable items. *The JCRC does not endorse or support any specific consumer and/or investment products.*

About IBTEC: The Israel Business and Technology Committee (**IBTEC**) is a **JCRC** initiative that focuses on Israel's business and technology sector, sharing with the St. Louis business and technology community the outstanding opportunities Israel offers in this area.

Contributions to support the work of **IBTEC** will be gratefully accepted.

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Please encourage others to register for the Israel Business and Technology e-newsletter by sending an e-mail request including your name to jrcintl@jrcrstl.org

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