



Trade Mission Recap & Action Items | Israel

Dear Partners & Friends,

We have just concluded a very successful visit to Israel. A special thank you to Governor Spencer Cox and his team for their support and trust. We are fortunate to share our work with many wonderful partners focused on accelerating Utah's international growth. A huge thanks to President Stuart Adams, Speaker Brad Wilson, and other members of the Utah State Legislature for joining us on this trip. Having the united power and credibility of our chief executive, Senate, and House adds so much to our collective ability to open doors and generate momentum for the state and Utah businesses. And a special thanks to Zions Bank and Deseret Management Corporation for sponsoring the trip.

This experience will only be as valuable as your efforts are in following up with all the contacts you have made on the trip. We believe that the network developed during this trade mission to Israel will open the door to tremendous business opportunities in the Middle East. Please don't hesitate to let World Trade Center Utah (WTC Utah) know how we can plug in to assist with your follow up.

In the following pages, please find a recap from each of our meetings, including notes and highlights, action items, and key contact information. You can follow these links to jump straight to your track of meetings:

- [Governor's Delegation](#)
- [Interfaith and Community Engagement](#)
- [Business Delegation](#)
- [Unified Economic Opportunity Commission](#)

Please review and stay connected with those contacts who can help move your business forward, and again, keep WTC Utah in the loop to help facilitate this follow up however we possibly can.

WTC Utah is committed to doing everything we can to help you grow in the Middle East and around the world. As you pursue new opportunities, select markets, conduct research, and connect with buyers, partners, and investors anywhere in the world; please let us help accelerate your global growth through our networks, programs, and services. We also want your feedback! Please watch for an email survey and let us know what went well and how we can improve future trade missions.

And remember, the part of these trips that we love the most is the friendships and partnerships that are forged among each of us participants. Please stay in touch on all matters, and we can't wait to all get together again soon!

All the very best,

Jake Glenn

Interfaith & Community Engagement

September 9-13, 2022

DRAFT





Meeting with Mashav & IsraAid
Sunday, September 11, 10:00 AM – 11:30 AM

Notes & Highlights: The Agency for International Development Cooperation in the Israeli Ministry of Foreign Affairs (Mashav) and the Israel Forum for International Humanitarian Aid (IsraAid) presented on each of their histories as organizations and their ongoing humanitarian work around the world, including close partnerships with Muslim countries. Yotam from IsraAid serves on the JustServe board in Utah and plans to visit Utah in November, which will be a great opportunity for members of the delegation to reconnect with him and explore partnership opportunities going forward.

Action Items and Areas for Potential Follow Up:

- Set up meeting(s) with IsraAid during their visit to Utah in November.
 - Stirling Foundation co-partnerships
 - Latter-day Saint Charities.
 - Utah Muslim Civic League (UMCL) and Congregation Kol Ami youth event in Utah.
- Get a Mashav POC for follow-up with Stirling Foundation to discuss partnerships within Palestian/West Bank areas.
- Get a Mashav POC for follow-up with UMCL regarding their projects in the Muslim World.
- Reconnect Ron Gunnell regarding India connections for both Mashav and IsraAid.
- WTC Utah follow-up and 'thank you' email.

Key Contacts:

- Hillel Newman, Consul General, Israeli Consulate Los Angeles (for Mashav)
- Yotam Polizer, CEO, IsraAid
- Tamar Kosky Lazarus, Chief Development and Communications Officer, IsraAid

Trade Mission Team POC:

- Stephen LeFevre, World Trade Center Utah



Ministry of Foreign Affairs Division of Culture
Sunday, September 11, 11:30 AM - 12:30 PM

Notes & Highlights: The Israeli government is active in promoting culture across a wide range of disciplines, including music, theater, dance and interdisciplinary art, literature, plastic arts, film, art schools, museums, libraries, research and heritage, Israeli (Hebrew) song, and festivals. It was clear from the meeting that there are both current and new cultural connections worth establishing and expanding between Utah and Israel across art, film, music, etc. As an outcome of the visit, members of the delegation will work on drafting a possible MOU and invite Ministry of Foreign Affairs staff to visit Utah in the coming year.

Action Items and Areas for Potential Follow Up:

- Connect with Franz Kolb regarding potential MOU with the Cultural Bureau.
 - University college programs (e.g., BYU dance).
 - Sundance Film Festival and other film opportunities.
 - Utah art installations and bronze sculptures.
 - The Tabernacle Choir, Utah Symphony, and other music connections.
 - Interfaith efforts (UMCL and Congregation Kol Ami)
- Invite Nurit to visit Utah during the 2023 All Star Game.
- WTC Utah follow-up and 'thank you' email

Key Contacts:

- Nurit Tinari, Cultural Bureau, Ministry of Foreign Affairs

Trade Mission Team POC:

- Stephen LeFevre, World Trade Center Utah



SHALOM HARTMAN מכון INSTITUTE שלום הרטמן

**Luncheon with Shalom Hartman Institute
Sunday, September 11, 1:00 PM – 2:30 PM**

Notes & Highlights: Members of the delegation listened to a presentation from Rabbi Dr. Shraga Bar-On about Judaism and Pluralism and then discussed ways to build out interfaith efforts that unite different religions, creeds, etc. along common grounds, such as promoting important societal values.

Action Items and Areas for Potential Follow Up:

- Consider Rabbi Spector attending an institute seminar in upcoming years.
- Discuss possible Utah partner event with the institute. (Congregation Kol Ami)
- Connect the institute with BYU and Elder Bednar for institutional partnerships.
- Discuss possible Muslim leader initiative. (UMCL)
- WTC Utah follow-up and 'thank you' email.

Key Contacts:

- Donniel Hartman, President, Shalom Hartman Institute
- Rabbi Dr. Shraga Bar-On, Director of Kogod Research Center, Shalom Hartman Institute
- Adam Saville, Senior Associate, Shalom Hartman Institute

Trade Mission Team POC:

- Stephen LeFevre, World Trade Center Utah



Tour of Peres Center for Peace and Innovation & Mutual Living Discussion Monday, September 12, 9:15 AM – 11:45 AM

Notes & Highlights: After touring the Peres Center for Peace and Innovation and exploring the work of Shimon Peres along the lines of both peace and innovation (two things his son Chemi Peres said are interconnected), and members of the delegation heard more in-depth about the programs and services offered by the center. There was broad consensus from the group to establish and maintain a strong relationship with the center, including incoming and outgoing visits, in order to share best practices and explore partner events and programs.

Action Items and Areas for Potential Follow Up:

- Schedule follow-up meeting with Yarden
 - Discuss mixed youth opportunities (e.g., sports) in Utah through a possible three-way partnership event/program with Peres Center + UAE Youth Hub.
 - Arrange for Stirling Foundation partners to visit Peres Center (e.g., Ethiopian Ministry of Peace).
 - Congregation Kol Ami bring youth groups to Peres Center in the future (possibly also Egypt or other Muslim country as well).
 - Connect with Utah Innovation Board.
- Follow-up with Chemi Peres/invite to visit Utah.
- WTC Utah follow-up and 'thank you' email.

Key Contacts:

- Yarden Leal-Yablonka, Deputy Director General, Peres Center

Trade Mission Team POC:

- Stephen LeFevre, World Trade Center Utah

Business Delegation

September 9-13, 2022

DRAFT





**Israel Market Briefing by U.S. Embassy Israel
Sunday, September 11, 9:00 AM – 10:00 AM**

Notes & Highlights: The market briefing covered Israel’s politics, economy, including its development into the “Startup Nation,” its trading relationship with the United States, bilateral trade and investment issues, the local business climate, and best practices for taking advantage of opportunities to connect with Israel’s vibrant startups and investment funds. The businesses participated in a useful discussion on Israel’s consumer markets, intellectual property protection, and procurement processes. Israel has intentionally positioned itself to attract international companies seeking distribution, manufacturing, and investment opportunities.

Action Items and Areas for Potential Follow Up:

- WTC Utah: Organize a virtual market briefing for companies within the life science industry in partnership with BioHive. The webinar should be focused on distribution into the region for a variety of products.
- IMSAR: Email Robyn Kessler to connect with the U.S. Office of Defense Cooperation to follow up on licensing issues.
- Aerospace & Defense: Email Robyn Kessler to connect with the U.S. Office of Defense Cooperation to discuss defense technology and intellectual property challenges in Israel.

Key Contacts:

- Robyn Kessler, U.S. Embassy Commercial Counselor

Trade Mission Team POC:

- Aaron Starks, Jake Glenn helped represent and facilitate discussions.
- WTC Utah’s Global Business Services team will lead follow ups.





Roundtable with Israeli Business Associations Sunday, September 11, 10:30 AM – 11:30 AM

Notes & Highlights: Business participants met with the Federation of Israeli Chambers of Commerce (FICC) and the Israel Advanced Technology Industries (IATI), Israel's umbrella organization of high-tech, life science, and other advanced technology industries for a robust discussion around ways for Utah companies to do business in Israel. Similar to Utah, Israel has a strong culture of entrepreneurship and innovation, and Israeli business leaders are consistently globally focused, due to the small size of the domestic consumer market. The meeting helped Utah companies expand their networks with key industry associations in Israel.

Action Items and Areas for Potential Follow Up:

- WTC Utah: Send email and thank Karin Mayer Rubinstein who oversees IATI (representing over 1,000 advanced technology and life sciences companies).
- WTC Utah: Share IATI's slides with the business delegation.
- WTC Utah: Connect Karin Mayer Rubinstein with Go Utah to learn more about tax incentives and other benefits for Israeli companies looking to invest in Utah.
- Aerospace & Defense: Follow up with Karin Mayer Rubinstein regarding potential opportunities for collaboration with IATI-affiliated companies or investors.
- BioHive: Connect with Karin Mayer Rubinstein regarding opportunities to connect Utah's and Israel's life sciences communities and potential participation by BioHive and/or the Utah life sciences community at Israel's International Life Science Health-Tech Week, November 9-10. Share invitation with UDO Health Care.

Key Contacts:

- Ze'ev Lavie, VP of International Relations, Federation of Israeli Chambers of Commerce (FICC)
- May Saporta, Head of North America Desk, FICC
- Karin Mayer Rubinstein, President/CEO, Israel Advanced Technology Industries (IATI)
- Leeat Sokol

Trade Mission Team POC:

- Aaron Starks, Jake Glenn, World Trade Center Utah



FEDERATION OF ISRAELI CHAMBERS OF COMMERCE

FICC Business-to-Business Breakouts and Lunch with Life Sciences / Aerospace Focus Sunday, September 11, 11:30 AM – 2:30 PM

Notes & Highlights: The Federation of Israeli Chambers of Commerce (FICC) facilitated business-to-business breakout meetings with all members of the Utah business delegation, followed by a working lunch for additional insights into ways Utah businesses can expand market presence and develop key relationships to succeed in Israel. Participating Utah companies met with Israeli suppliers, distributors, and other partners to explore mutually beneficial business relationships.

Action Items and Areas for Potential Follow Up:

- WTC Utah: Send thank you email to the team at FICC for organizing the B2B breakouts and hosting the lunch.
- WTC Utah: Share names of additional Utah companies interested in finding Israeli partners to coordinate virtual matchmaking.
- WTC Utah: Obtain and share contact information for all companies in the business-to-business breakout meetings; facilitate virtual introductions for additional Utah companies unable to join the delegation.
- BioHive: Connect Utah companies with Israeli partners.
- All Participants: Follow up with counterparts from business-to-business breakout meetings on potential partnerships and distribution opportunities.

Key Contacts:

- Ze'ev Lavie, VP of International Relations, Federation of Israeli Chambers of Commerce (FICC)
- May Saporta, Head of North America Desk, FICC

Trade Mission Team POC:

- Aaron Starks, Jake Glenn, World Trade Center Utah



Networking Happy Hour with Greenberg Traurig Tel Aviv
Sunday, September 11, 3:00 PM – 4:30 PM

Notes & Highlights: Well-known global law firm Greenberg Traurig (GT), hosted a networking hour for the Utah business delegation in its Tel Aviv office. Companies were encouraged to share ideas, discuss new ventures, make introductions, and explore partnerships. The world-class attorneys from GT represented many international companies and offered to help with matchmaking connections. They also provided informal advice to participating Utah companies looking to break into the Israeli market.

Action Items and Areas for Potential Follow Up:

- WTC Utah: Send an email thanking the GT team in Israel for their hospitality. Include a briefing of companies and ask for continued follow ups and email introductions to the companies that were not invited but were not able to attend the networking event.
- Fortem and WTC Utah: Follow up with GT Tel Aviv for an introduction to Israel aerospace industries.
- All companies: Follow up with GT Tel Aviv contacts for specific questions relating to legal considerations of doing business in Israel.

Key Contacts:

- John Huber, Shareholder, Greenberg Traurig Salt Lake City
- Joey Shabot, Managing Shareholder, Greenberg Traurig Tel Aviv
- Meira Ferziger, Shareholder, Greenberg Traurig Tel Aviv

Trade Mission Team POC:

- Aaron Starks, Jake Glenn, World Trade Center Utah



**Peres Center for Peace and Innovation Tour
and Life Sciences Track Roundtable with Healthtech Startups
Monday, September 12, 9:40 AM – 11:45 AM**

Notes & Highlights: The business delegation toured the Peres Center for Peace and Innovation, which works in conjunction with government ministries, multinational corporations, and the startup community to nurture and highlight Israeli innovation, pave the way for shared living between Israel's citizens, and foster peace between Israel and its neighbors. Following the tour, the Life Sciences track had a small-group discussion with Lital Kiperman Vaknin on Israel's innovation ecosystem.

Action Items and Areas for Potential Follow Up:

- WTC Utah will email Mrs. Lital for the slide deck used during the presentation and thank her and the team for their time.
- All Participants: Reflect on the lessons learned about Israel's culture of innovation and consider ways to both nurture and promote Utah's innovation ecosystem.

Key Contacts:

- Mrs. Lital Kiperman Vaknin
- Anna Koutikov
- Website: www.peres-center.org

Trade Mission Team POC:

- Aaron Starks, World Trade Center Utah



Aerospace and Defense Meeting with the Ministry of Defense
Monday, September 12, 11:30 AM – 12:30 PM

Notes & Highlights: The Israeli International Defense Cooperation Directorate (SIBAT) presented about Israeli military strategy, and the cooperative role it plays with the Israeli Defense Forces and Israeli defense industry to meet the military's operational needs. The Ministry of Defense procurement team shared details about the procurement process and Foreign Military Sales program with participating Utah companies.

Action Items and Areas for Potential Follow Up:

- WTC Utah: Organize a virtual briefing for Utah aerospace and defense companies on Foreign Military Sales and the Ministry of Defense's procurement process with the MOD procurement mission in New York.
- WTC Utah: Coordinate with the Israeli Consulate in Los Angeles to host a SIBAT delegation visit to Utah to learn more about the Utah defense/aerospace industry cluster.
- Fortem Technologies and IMSAR: Connect with the Israeli MOD mission in New York to register as vendors and discuss Foreign Military Sales opportunities in greater detail.

Key Contacts:

- Ze'ev Landau, Chief, Air Force and Navy Procurement, Directorate of Procurement and Production, Ministry of Defense
- Sarit Tolila, Deputy Regional Director, North America, SIBAT
- Gal Idan, Head of the Economic Department, Ministry of Defense Mission in New York

Trade Mission Team POC:

- Miles Hansen, Jake Glenn, World Trade Center Utah



Aerospace and Defense Meeting with 2i Ventures
Monday, September 12, 1:30 PM – 2:45 PM

Notes & Highlights: 2i Ventures, an Israeli venture fund focused on the Israeli deep tech investment ecosystem, and SOSA HLS Tech Innovation Hub, which connects international partners with solutions from the Israeli defense and startup community, shared insights into the Israeli defense and investment ecosystems and offered to make introductions to investment and procurement contacts within their networks.

Action Items and Areas for Potential Follow Up:

- WTC Utah: Share opportunities for Utah companies seeking solutions or new technology to connect to Israeli defense innovation ecosystem via SOSA HLS Tech Innovation Hub.
- WTC Utah: Share with 2i Ventures Utah corporates looking for access to Israeli innovation and Utah early-stage defense and technology companies looking for capital.
- Fortem: Send one-page brief on capabilities to 2i Ventures and SOSA HLS Tech Innovation Hub to share with their contacts, including large corporate players such as Rafael, IAI, and Elbit.
- Fortem: Introduction from Ehud to European private investor interested in drone technology and drone defense
- Fortem Technologies: Get introduction from Duddy to the former head of the MOD Mission in NY to gain additional insights into the MOD procurement and Foreign Military Sales processes.

Key Contacts:

- Ehud Hai, Managing Partner & Co-Founder, 2i Ventures
- David (Duddy) Rokach, Managing Partner, SOSA HLS Tech Innovation Hub

Trade Mission Team POC:

- Jake Glenn, WTC Utah



SANARA VENTURES

Life Sciences Lunch with Sanara Ventures September 12, 1:30 PM – 2:45 PM

Notes & Highlights: The Life Sciences track participated in an overview regarding a health technology venture capital fund known as Sanara Ventures. While the fund doesn't support companies outside of Israel, the group of companies present appreciated the opportunity to learn more about the initiatives supported by VCs in this space and connect with other contacts in Sanara's network.

Action Items and Areas for Potential Follow Up:

- WTC Utah to send an email expressing appreciation for the opportunity to learn more and request the slide deck used during the meeting.

Key Contacts:

- Assaf Barnea, CEO, Sanara Ventures
- Hila Zur, Executive Assistant, Sanara Ventures

Trade Mission Team POC:

- Aaron Starks, World Trade Center Utah



Networking Reception with U.S. Embassy Israel
Monday, September 12, 7:00 PM – 9:00 PM

Notes & Highlights: The entire Utah delegation networked with Israeli government officials, business leaders, and industry representatives at the residence of the U.S. Deputy Chief of Mission. This was an ideal opportunity for delegation members to strengthen their relationships with new and existing Israeli business contacts, meet Israeli government officials, connect with the U.S. Embassy, and explore potential business opportunities and partnerships with the 120+ people in attendance.

Action Items and Areas for Potential Follow Up:

- WTC Utah: Distribute RSVP list to delegation.
- All: Follow up with business and government contacts made at the reception.

Key Contacts:

- Stephanie Hallett, Deputy Chief of Mission, U.S. Embassy Israel
- Robyn Kessler, U.S. Embassy Commercial Counselor
- The guest list was distributed to the delegation; please let WTC Utah know if you need assistance connecting with anyone from the reception.

Trade Mission Team POC:

- All

Unified Economic Opportunity Commission

September 9-13, 2022

DRAFT





Israel Innovation Authority
Sunday, September 11, 10:00 AM - 11:00 AM

Notes & Highlights: The UEOC enjoyed a vibrant dialogue and exchanged contact information to facilitate possible partnerships and collaboration on drones and other innovation priorities. Israel has invested heavily in drone initiatives, practically opening the skies for commercial drone deliverers of drones up to 55 lbs. with up to 10 lbs. of delivery items.

Action Items and Areas for Potential Follow Up:

- Rep. Jefferson Moss to connect with IIA to facilitate further networking within Utah, and to bring best practices to the Innovation District at The Point.
- Consider potential partnership opportunities for Utah State University to partner on drones with regard to agriculture technology and regulation. Connecting what Utah is doing with what companies in Israel are doing.
- Consider partnering with more Israeli food startups to bring food independence and water conservation to Utah's agriculture sector.
- Visit Ramat Hanegev AgTech Park.
- Obtain and distribute slides to UEOC participants.

Key Contacts:

- Sagi Dagan, Vice President of Strategy and Public Policy, Israel Innovation Authority
- Avi Luvton, Senior Director, International Collaborations, Israel Innovation Authority
- Yifat Hidaya

Trade Mission Team POC:

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



MINISTRY OF TRANSPORT AND ROAD SAFETY

Israel Ministry of Transport & Road Safety
Sunday, September 11, 11:30 AM - 12:30 PM

Notes & Highlights: UEOC enjoyed a healthy dialogue about mass transit and ways to reduce traffic congestion. The Israel Ministry of Transport & Road Safety has significant public-private partnerships. Working toward smart mobility (environment-friendly practices). Israel and Utah have many commonalities, from population concentration to ecosystem and growth. Multimodal transportation is key in Israel, they have robust infrastructure but also boast a very active population, which facilitates bicycling and walking to work and other destinations.

Action Items and Areas for Potential Follow Up:

- Carlos Braceras to connect with the Ministry to exchange more about best practices, not just taking from Israel but teaching about what is done in Utah.
- Consider the long-term possibility of high-speed rail in Utah. Israel's rail is not considered to be among high-speed rail around the world, but at 99 mph, it is an improvement over Utah's Frontrunner system.
- Look into more public-private partnerships when it comes to transportation/transit.
- Consider the possibility of tolling in future road projects, where Israel funds largest road projects this way.
- Israel's solution to the first and last mile problem is active transportation, ought Utah consider the same?
- Obtain and distribute slides to UEOC participants.

Key Contacts:

- Sharon

Trade Mission Team POC:

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



Israel Planning Administration

Lunch with Israel Planning Administration
Sunday, September 11, 1:00 PM - 2:30 PM

Notes & Highlights: Israel has a top-down approach to planning different than Utah. IPA deals with anything relating to land use and housing, in concert with other Israel agencies. Israel has density mandates, permitted by the fact that 90% of all available land is controlled by the state, so before opening up the lands Israel can put its own conditions upon it. But along with density comes a commitment to overall well-being, including transit, open areas, work, and other infrastructure. The IPA has a comprehensive strategy for 2040, detailing how it will facilitate the construction of the projected 1.5 million residential units.

Action Items and Areas for Potential Follow Up:

- Connect officials from IPA with GOPB and AOGs in Utah.
- Work with AOGs to analyze long-term housing needs.
- Consider holistic well-being aspects in new developments when greater density is encouraged.
- Obtain and distribute slides and video to UEOC participants.

Key Contacts:

- Dr. Roni Bar, Head of Foreign Affairs, Strategic Planning Division
- Shahar Solar, Deputy for Strategic Planning
- Chen Greenberg, Project Manager (Housing and Infrastructure), Strategic Planning Division
- Littal Yadin, Head of Planning Team, Consultant to National Infrastructure Committee
- Adam Ross, National Infrastructure Planning Lead, National Infrastructure Committee
- Dr Lili Shulman, Consultant to Foreign Affairs, Strategic Planning Division

Trade Mission Team POC:

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



Israeli Water Authority
Sunday, September 11, 3:30 PM - 4:30 PM

Notes & Highlights: Led by Senator Scott Sandall and DNR Executive Director Joel Ferry, the UEOC met with Israel's Water Authority to discuss water management in Israel and learn how best practices can be applied to Utah. Two key takeaways arose from the meeting that will be hard for Utah to replicate: Israel controls all the water, with little or no private water ownership rights like we have in Utah. Israel also meters all water consumption, and charges high rates relative to Utah. Because of the ownership and active management of water resources, Israel is able to maintain steady water supply and is proactive in addressing future needs. The majority of water used in agriculture is desalinated seawater and treated wastewater. There is one body which makes grand decisions around water, bringing together many different ministries and authorities to make decisions together in a coordinated manner. Israel is spending \$1.3 billion in water infrastructure, all to be paid for with water tariffs. The more water you use, the more you pay. A public awareness campaign, as well as K-12 educational campaigns, have been deployed to educate all consumers of water to conserve.

Action Items and Areas for Potential Follow Up:

- Joel Ferry & Sen. Sandall to reconnect with Israel Water Authority.
- Consider bringing all entities involved with water in Utah together to make coordinated decisions.
- Consider charging water users on a graduated basis for heavy use.
- Reconsider taxation policy on water usage and ownership.
- Obtain and distribute slides to UEOC participants.
- Send thank-you notes to hosts/presenters.
- Visit Ramat Hanegev AgTech Park. DONE, next day

Key Contacts:

- Guilboa Bigel

Trade Mission Team POC:

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



**UEOC Water Subtrack
InNegev AgTech Park - Frontier
Monday, September 12, 9:30 AM - 11:30 AM**

Notes & Highlights: The UEOC was joined by the leadership of the Frontier AgTech Park in the Ramat Hanegev region and taken on a tour. With desalinated and treated wastewater, Frontier was able to grow fruits and vegetables in a desert region by using advanced agricultural technology and conservative water management.

Action Items and Areas for Potential Follow Up:

- Exec. Director Ferry to put Utah agricultural stakeholders in touch with Frontier AgTech Park.
- Look into the possibilities of using treated wastewater for agriculture.
- Consider greater usage of drip systems and more conservative irrigation methods.

Key Contacts:

- Or Haviv
- Marcia Nelson

Trade Mission Team POC:

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission

DRAFT



UEOC Innovation Subtrack
Israel Securities Authority
Monday, September 12, 10:00 AM - 11:15 AM

Notes & Highlights: Utah delegation met with the Israel Securities Authority (ISA) Chairwoman Anat Guetta and the senior management to discuss fintech and digital assets, security challenges and changes to development in the financial and global world. ISA discussed security challenges currently facing Israel and changes and developments in the financial and global world market. Utah shared it is a leading state for industrial banks, some of which are primarily directed to finance the FinTech industry. The industry is working within a 19th-century system. Israel is working on partnering with others to update the banking industry and bring it into the 21st-century systems, which could bring a more significant positive impact. Potential for global reach as Israel is working toward partnering with the world and states. Israel now translates major trend reports from Hebrew to English to more easily communicate information with investors and increase partnerships.

Action Items and Areas for Potential Follow Up:

- UEOC, Utah Senate and House to send email to start the conversation about Utah pursuing an MOU between Utah and Israel regarding FinTech companies and blockchain.
 - Review other states' MOUs to see what may work for Utah.
 - [MOU](#) on FinTech Cooperation with New York State Department.
- Connect Israel with Utah's WebBank to discuss FinTech issues.
- Israel has a temporary law (until they pass a new law) to partner with equal payment service licenses. Until the permanent law takes effect, an entity that is incorporated without a license in Israel can partner with a payment service. This is a way to partner with Utah companies.
- Email University of Utah study about Utah's Industrial Banks to ISA – [full report](#) – [snapshot report](#).
- Email UEOC [ISA slides](#).

Key Contacts:

- Shoham Ben Rubi, Head of International Affairs Division for the Israel Securities Authority
- Galya Levy

Trade Mission Team POC:

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



**UEOC Innovation Subtrack
Lunch with Adi Yoffe
Sunday, September 11, 11:45 AM - 12:45 PM**

Notes & Highlights: Israel started with few resources and is now a first world country. Adi Yoffe, a leading trendologist and futurist in Israel, shared that it's important to invite innovation and believes innovation and peace go hand in hand. She discussed the metaverse and thinks it will encompass everything from healthcare to education to entertainment. She believes the future of work and city planning will be focused on meta-hybrids.

Action Items and Areas for Potential Follow Up:

- When planning for the future, consider a meta hybrid method in regards to work and city planning. Ex: A parking lot during the day that then transforms into an entertainment space at night.)

Key Contacts:

- Adi Yoffe

Trade Mission Team POC:

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



Peres Center for Peace and Innovation Tour
Monday, September 12, 1:20 PM – 3:00 PM

Notes & Highlights: The UEOC delegation toured the Peres Center for Peace and Innovation, which works in conjunction with government ministries, multinational corporations, and the startup community to nurture and highlight Israeli innovation, pave the way for shared living between Israel's citizens, and foster peace between Israel and its neighbors. The center is finding innovative solutions, including enhancing drip watering systems, turning the tide on toxic water bacteria and advancing medical procedures.

Action Items and Areas for Potential Follow Up:

- Utah organizations can learn from and collaborate with the Peres Center to further socio-economic cooperation and development in our communities.
- Remembering that even with limited resources and the odds stacked against you, people have the ability to overcome challenges.
- Reflect on the lessons learned about Israel's culture of innovation and consider ways to both nurture and promote Utah's innovation ecosystem.
- Evaluate ways to showcase and highlight Utah's innovation possible at The Point.

Key Contacts:

- Anna Koutikov
- Website: www.peres-center.org

Trade Mission Team POC:

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



**Innovation Ecosystem Briefing by Amit Kurz of Sweetwood Ventures
Monday, September 12, 3:30 PM – 5:00 PM**

Notes & Highlights: Led by Rep. Jefferson Moss, the UEOC learned about the startup and innovation ecosystem in Israel. One of the best incubators is actually the mandated military service in Israel, where service members serve in intelligence and technology industries to strengthen Israel as a whole. Israel is committed to being a global leader in technology and innovation, so it invests heavily in startups, even willing to lose substantial investments for the sake of greater prominence in the industry.

Action Items and Areas for Potential Follow Up:

- Rep. Jefferson Moss & Katelin Roberts with Amit Kurz for further discussion and questions.
- Obtain and distribute slides to UEOC participants.
- Moss to return with input to the Innovation District at the Point.
- Send a thank you note to Amit Kurz.

Key Contacts:

- Amit Kurz, General Partner, Sweetwood Ventures

Trade Mission Team POC:

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission



**Networking Reception with U.S. Embassy Israel
Monday, September 12, 7:00 PM – 9:00 PM**

Notes & Highlights: The entire Utah delegation networked with Israeli government officials, business leaders, and industry representatives at the residence of the U.S. Deputy Chief of Mission. This was an ideal opportunity for delegation members to strengthen their relationships with new and existing Israeli business contacts, meet Israeli government officials, connect with the U.S. Embassy, and explore potential business opportunities and partnerships with the 120+ people in attendance.

Action Items and Areas for Potential Follow Up:

- WTC Utah: Distribute RSVP list to delegation
- All: Follow up with business and government contacts made at the reception.

Key Contacts:

- Stephanie Hallett, Deputy Chief of Mission, U.S. Embassy Israel
- Robyn Kessler, U.S. Embassy Commercial Counselor
- The guest list was distributed to the delegation; please let WTC Utah know if you need assistance connecting with anyone from the reception.

Trade Mission Team POC:

- Aundrea Peterson, Deputy Chief of Staff - Utah State Senate
- Kyle Palmer, Director - Unified Economic Opportunity Commission

Governor's Delegation

September 9-13, 2022

DRAFT



**Meeting with President Isaac Herzog
Sunday, September 11, 10:15 AM – 11:30 AM**

Notes & Highlights: A diplomatic meeting with the current president of Israel to discuss the Utah-Israel relationship and to strengthen diplomatic ties.

Action Items and Areas for Potential Follow Up:

- Governor Cox and Utah will continue to support Israel and the expansion of the Abraham Accords
- Governor Cox would like to return to Israel, maybe following the 2023 Paris Air Show, to continue the relationship between Utah and Israel and to celebrate Israel's 75th anniversary.
- Utah would like to become the "startup state" similar to how Israel has become the "Startup Nation."

Key Contacts:

- H.E. Mr. Isaac Herzog, President of the State of Israel
- Dr. Hillel Newman, Israel Consul General of the State of Israel to the Pacific South West of the USA
- Mr. Asaf Segev, Director US Consulates Department, North American Division, Ministry of Foreign Affairs of the State of Israel
- H.E. Amb. Zvi Aviner-Vapni, Foreign Policy Advisor to the President
- Ms. Shirley Heller, Senior Advisor to the President for Foreign Affairs
- H.E. Amb. David Roet, Deputy Director General, Head of North American Division, Ministry of Foreign Affairs of the State of Israel

Trade Mission Team POC:

- Ryan Starks, Managing Director, Governor's Office of Economic Opportunity
- Franz Kolb, Director of Diplomacy and Protocol, Governor's Office of Economic Opportunity



Ministry of Foreign Affairs
Israel

**Meeting with Deputy Foreign Minister of Affairs
Sunday, September 11, 12:00 PM – 12:45 PM**

Notes & Highlights: A diplomatic meeting with the current Deputy Minister of Foreign Affairs, Idan Roll, to discuss the Utah-Israeli relationship.

Action Items and Areas for Potential Follow Up:

- Utah will continue its long-standing relationship with Israel and with the Consul General located in Los Angeles, Calif.
- Utah will learn from Israel's water policies and follow up with additional questions as needed.

Key Contacts:

- Idan Roll, Deputy Minister of Foreign Affairs of the State of Israel
- Dr. Hillel Newman, Israel Consul General of the State of Israel to the Pacific South West of the USA
- Mr. Asaf Segev, Director US Consulates Department, North American Division, Ministry of Foreign Affairs of the State of Israel
- Ministry of Foreign Affairs officials

Trade Mission Team POC:

- Ryan Starks, Managing Director, Governor's Office of Economic Opportunity
- Franz Kolb, Director of Diplomacy and Protocol, Governor's Office of Economic Opportunity



Ministry of Foreign Affairs
Israel

**Ministry of Foreign Affairs Lunch Briefing
Sunday, September 11, 1:15 PM – 2:30 PM**

Notes & Highlights: The Ministry of Foreign Affairs will brief the Governor on important issues for Israel and its foreign relations.

Action Items and Areas for Potential Follow Up:

- Utah will continue supporting the Abraham Accords and will be a voice of support for Israel.
- Governor Cox would like to return to Israel next year to celebrate the country's 75th anniversary.
- Utah should be aware of what is happening in Iran and watch the situation closely as it may have global ramifications.

Key Contacts:

- Ambassador David Roet, Deputy Director General for North American Affairs, Ministry of Foreign Affairs
- Dr. Hillel Newman, Israel Consul General of the State of Israel to the Pacific South West of the USA
- Mr. Asaf Segev, Director US Consulates Department, North American Division, Ministry of Foreign Affairs of the State of Israel

Trade Mission Team POC:

- Ryan Starks, Managing Director, Governor's Office of Economic Opportunity
- Franz Kolb, Director of Diplomacy and Protocol, Governor's Office of Economic Opportunity



**Tour of Peres Center for Peace and Innovation & Mutual Living Discussion
Monday, September 12, 9:15 AM – 10:45 AM**

Notes & Highlights: The delegation toured the Peres Center for Peace and Innovation, which works in conjunction with government ministries, multinational corporations, and the startup community to nurture and highlight Israeli innovation, pave the way for shared living between Israel's citizens, and foster peace between Israel and its neighbors.

Action Items and Areas for Potential Follow Up:

- WTC Utah will email Mrs. Lital for the slide deck used during the presentation and thank her and the team for their time.
- All Participants: Reflect on the lessons learned about Israel's culture of innovation and consider ways to both nurture and promote Utah's innovation ecosystem.

Key Contacts:

- Mrs. Lital Kiperman Vaknin
- Anna Koutikov
- Website: www.peres-center.org

Trade Mission Team POC:

- Franz Kolb, Director, International Trade and Diplomacy, Go Utah



**Meeting with Israeli Ministry of Defense
Monday, September 12, 11:15 AM – 12:00 PM**

Notes & Highlights: The Israeli International Defense Cooperation Directorate (SIBAT) presented about Israeli military strategy, and the cooperative role it plays with the Israeli Defense Forces and Israeli defense industry to meet the military's operational needs. The Ministry of Defense procurement team shared details about the procurement process and Foreign Military Sales program with participating Utah companies.

Action Items and Areas for Potential Follow Up:

- WTC Utah: Organize a virtual briefing for Utah aerospace and defense companies on Foreign Military Sales and the Ministry of Defense's procurement process with the MOD procurement mission in New York.
- WTC Utah: Coordinate with the Israeli Consulate in Los Angeles to host a SIBAT delegation visit to Utah to learn more about the Utah defense/aerospace industry cluster.
- Fortem Technologies and IMSAR: Connect with the Israeli MOD mission in New York to register as vendors and discuss Foreign Military Sales opportunities in greater detail.

Key Contacts:

- Ze'ev Landau, Chief, Air Force and Navy Procurement, Directorate of Procurement and Production, Ministry of Defense
- Sarit Tolila, Deputy Regional Director, North America, SIBAT
- Gal Idan, Head of the Economic Department, Ministry of Defense Mission in New York

Trade Mission Team POC:

- Miles Hansen, Jake Glenn, World Trade Center Utah



Phone Call with Opposition Leader Benjamin Netanyahu
Monday, September 12, 12:30 AM - 12:40 PM

Notes & Highlights: A phone call with Opposition Leader Benjamin Netanyahu to discuss elections and opportunities to collaborate.

Action Items and Areas for Potential Follow Up:

- Governor Cox to return to Israel in 2023 to celebrate the 75th anniversary of Israel.
- Governor Cox to follow up with Mr. Netanyahu following Israel's next election cycle.

Key Contacts:

- Benjamin Netanyahu

Trade Mission Team POC:

- Franz Kolb, Director of Diplomacy and Protocol, Governor's Office of Economic Opportunity

DRAFT



FEDERATION OF ISRAELI CHAMBERS OF COMMERCE

Why Utah? Luncheon with the Federation of Israeli Chambers of Commerce
Sunday, 12 September, 12:30 PM – 2:00 PM

Notes & Highlights:

Action Items and Areas for Potential Follow Up:

- WTC Utah: Get RSVP list and share with EDCUtah and Go Utah to follow up on corporate expansion leads.
- EDCUtah: Follow up with Israeli companies interested in doing business in Utah.

Key Contacts:

- Ze'ev Lavie, VP for International Relations, Federation of Israeli Chambers of Commerce

Trade Mission Team POC:

- Ryan Starks, Managing Director, Governor's Office of Economic Opportunity
- Franz Kolb, Director of Diplomacy and Protocol, Governor's Office of Economic Opportunity
- Miles Hansen, President and CEO, World Trade Center Utah

DRAFT



Meeting with Amir Ohana
Monday, September 12, 2:15 PM - 2:45 PM

Notes & Highlights: Meeting with Amir Ohana, a prominent Likud member to discuss best practices in Israel, and upcoming elections.

Action Items and Areas for Potential Follow Up:

- Following the upcoming elections, the Governor's Office will send a congratulatory note if Mr. Ohana is successful in his election.
- If Governor Cox is able to bring other NGA members to Israel in 2023, and if Mr. Ohana wins his election, there may be a follow-up meeting to discuss additional partnership opportunities between Israel and Utah.

Key Contacts:

- Mr. Amir Ohana, Likud Member of Knesset
- Dr. Hillel Newman, Israel Consul General of the State of Israel to the Pacific South West of the USA
- Mr. Asaf Segev, Director US Consulates Department, North American Division, Ministry of Foreign Affairs of the State of Israel

Trade Mission Team POC:

- Ryan Starks, Managing Director, Governor's Office of Economic Opportunity
- Franz Kolb, Director of Diplomacy and Protocol, Governor's Office of Economic Opportunity



Teva Pharma Tour
Monday, September 12, 3:30 PM – 5:00 PM

Notes & Highlights: Toured the Teva Logistics Center, an Israeli company that has expanded to Salt Lake City.

Action Items and Areas for Potential Follow Up:

- Ryan Starks exchanged contact information with Teva and will arrange for a time for key staff within Go Utah and the WTC Utah to visit the Teva facility in Salt Lake City.
- Following the Salt Lake visit to Teva, Go Utah will identify possible resources that could support Teva's growth within Utah.

Key Contact

- Sarah Kan, Senior Director of State Government Affairs, Teva
- Amalia Adler-Waxman, SVP, Global Head of ESG and Corporate Affairs, Teva

Trade Mission Team POC:

- Ryan Starks, Managing Director, Governor's Office of Economic Opportunity
- Franz Kolb, Director of Diplomacy and Protocol, Governor's Office of Economic Opportunity

DRAFT



**Networking Reception with U.S. Embassy Israel
Monday, September 12, 7:00 PM – 8:30 PM**

Notes & Highlights: The entire Utah delegation networked with Israeli government officials, business leaders, and industry representatives at the residence of the U.S. Deputy Chief of Mission. This was an ideal opportunity for delegation members to strengthen their relationships with new and existing Israeli business contacts, meet Israeli government officials, connect with the U.S. Embassy, and explore potential business opportunities and partnerships with the 120+ people in attendance.

Action Items and Areas for Potential Follow Up:

- WTC Utah: Distribute RSVP list to delegation **[done]**
- All: Follow up with business and government contacts made at the reception.

Key Contacts:

- Stephanie Hallett, Deputy Chief of Mission, U.S. Embassy Israel
- Robyn Kessler, U.S. Embassy Commercial Counselor
- The guest list was distributed to the delegation; please let WTC Utah know if you need assistance connecting with anyone from the reception.

Trade Mission Team POC:

- All