Export Opportunities to Jordan & Israel Webinar

September 29, 2020

Zoë Munro, Program Director
Great Lakes St. Lawrence Governors & Premiers

- More than 30 years of collaboration among the region’s chief executives:
  - Wisconsin Governor Tony Evers - Chair
  - Ohio Governor Mike DeWine - Vice Chair

- Growing the region’s economy and protecting the world’s greatest freshwater system
Great Lakes St. Lawrence Governors & Premiers

Award-Winning Project Portfolio

**Economy**
- Promoting SME Exports
- Growing Strong Clusters
  - Maritime Transportation
  - Tourism
  - Cruising
- Attracting Foreign Investment

**Environment**
- Managing Sustainable Water Use
- Restoring and Protecting the Great Lakes St. Lawrence
GSGP Trade Missions

PROVEN RESULTS

1,000+ companies assisted per year

$777 million in 2015-2019 export sales

26+ trade missions

Abu Dhabi, Argentina, Australia, Brazil, Chile, Czech Republic, Colombia, Dubai, Germany, India, Indonesia, Mexico, New Zealand, Peru, Poland, Romania, South Africa, Qatar, Québec, Tanzania, Thailand, Turkey, Vietnam, UAE and the United Kingdom
GSGP
Israel Trade Office Represented by Atid EDI, Ltd.

Seth J. Vogelman
Director

September 2020
The Middle East Region
Challenges to the Region

- Growing Young Population
- Privileged Classes
- Educated with Limited Prospects
- Unemployment
- Falling Oil Revenues
- Access to Quality Healthcare
COVID-19 Challenges

- No Tourism Revenues
- Suppressed Economies
- Unemployment
- Disappearing Oil Revenues
- Remote Culture
COVID-19 Benefits (!!)

- Forced Economic Diversification
- Weaning off of Oil Revenues
- Boon to Fintech Applications
- Expanding Remote Technologies
- Increased Regional Cooperation
Israel
Israel

- 3.5% GDP Growth in 2019
- Resilient Hi-Tech & Life Science Sectors
- Global Competitiveness Report ranks 20th
- Recent promising energy discoveries
- Leader in Medical Cannabis
- Arrow System made for US
- Free Trade Accords with Canada & US
ISRAEL: Trade Opportunities

- Highly price sensitive
- Very US/European oriented market
- Kosher certified food **A MUST**
- FMF Opportunities
- Defense, Security, Safety products
- FDA Approved medical equipment
- BIRD / BARD / CIIRDF – JV Opportunities
Israel Regional Gateway??
Special Advantages for Great Lakes Companies in Israel

1. BIRD Foundation – US
2. CIIRDF – Canada
3. FMF Opportunities – US
BIRD Foundation

BIRD supports industrial R&D in all sectors that are of mutual benefit to the U.S. & Israel. Established in 1977 as a joint initiative by the US and Israel, BIRD supports approximately 20 projects annually. BIRD projects have included:

- Agriculture
- Life Sciences
- Electro-optics
- BIRD Energy: Renewable & Alternative Energy
- Communications
- Electronics
- Software
- BIRD HLS: Homeland Security
The Canada-Israel Industrial Research and Development Foundation (CIIRDF) invests in 3 kinds of bilateral R&D initiatives by Canadian and Israeli partners:

1. **Feasibility studies** of up to 6 months in duration: CIIRDF contributes up to 50% of the joint study costs up to a maximum of CDN $20,000.

2. **Collaborative R&D projects**, covering up to 50% of joint project costs. The product should be near ‘market-ready’ by the conclusion of the project.

3. **Canada-Israel Energy Science and Technology Fund (CIEST Fund)** - innovative energy technologies and processes
FMS – Foreign Military Sales
DCS - Direct Commercial Sales

FMS & DCS are sales of finished products.

In 2016, the U.S. and Israeli governments signed a new 10-year Memorandum of Understanding (MOU) on military aid, covering FY2019 to FY2028. Under the terms of the MOU, the US pledged to provide $38 billion in military aid ($33 billion in Foreign Military Financing (FMF) grants plus $5 billion in missile defense appropriations) to Israel.
**Foreign Military Financing**

**What’s FMF:** US funds spent in the US to buy US made products or services.

**FMF** enables Israel to purchase US defense articles, services and training through foreign military financing of the direct commercial contract program.

**US funds never leave the US.**
Major Israeli Trade Events

- Life Science R&D
- VC Funding
- Brain Health
- Gene Editing

Interactive experience with water technology ingenuity
The start-up culture
Networking and brainstorming on water issues and technologies
True water technology development

- Telecommunications
- Microwave/RF/mm-wave
- Antennas
- Solid State Circuitry
Jordan
Jordan

- Strong Monarchy key to stability
- Military Enforced COVID Restrictions
- Free Trade Accord with US & Canada
- King supports economic reforms
- Small local market - Regional Gateway
- Industrial, Medical & Green
- Aid vs. Trade!
The Special Operations Forces Exhibition and Conference is a special operations and homeland security event that is held every two years. Many international visitors & an American pavilion.

SOFEX JORDAN: 16 - 19 May 2022
Egypt
Egypt

- Tourism strongest industry
- Improving Economy
- Medical & Industrial Supply Sectors
- US’ 2\textsuperscript{nd} most important trading partner
- Economic Reform Challenges
- Academic Partnerships Mandated
Morocco

- Free Trade Accord with US
- Stable Constitutional monarchy
- Concern for Environment
- *Parlez-vous français?*
- Popular interest in North America
MENA Countries enjoying Free Trade Accords with the United States

- **Morocco**: 2006
- **Israel**: 1985
- **Jordan**: 2001
- **Oman**: 2009
- **Bahrain**: 2006

TIFA (Trade & Investment Framework Agreements): Qatar, Iraq, Egypt, Algeria, Tunisia, Saudi Arabia, Kuwait, UAE, Yemen
Canadian Middle East Trade Pacts

Free Trade Accords
- Israel - 1997
- Jordan - 2012

Foreign Investment Promotion & Protection Agreements
- Egypt - 1997
- Jordan - 2009
- Lebanon - 1999
Your Secrets to Success!!!

- Allow Us to Help You
- Be Responsive to Contacts
- Be Pro-active with Leads
- Be Clear – Who Speaks English?
- Keep Our Office Updated
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**Pennsylvania**
U.K. & the Netherlands
March 14-19, 2021

South Korea & Japan Trade Mission
April 18-24, 2021

Brazil & Colombia Trade Mission
May 16-22, 2021

Grant funding is available in many States to offset travel costs and mission fees.

http://www.gsgp.org/projects/international-trade/trade-missions/
Questions?
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