

February 17, 2022

Grow Your Exports to Israel



Great Lakes St. Lawrence Governors & Premiers

- More than 30 years of collaboration among the region's chief executives:



- Growing the region's economy and protecting the world's greatest freshwater system
 - Chair: Wisconsin Governor Tony Evers
 - Vice Chair: Ohio Governor Mike DeWine





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

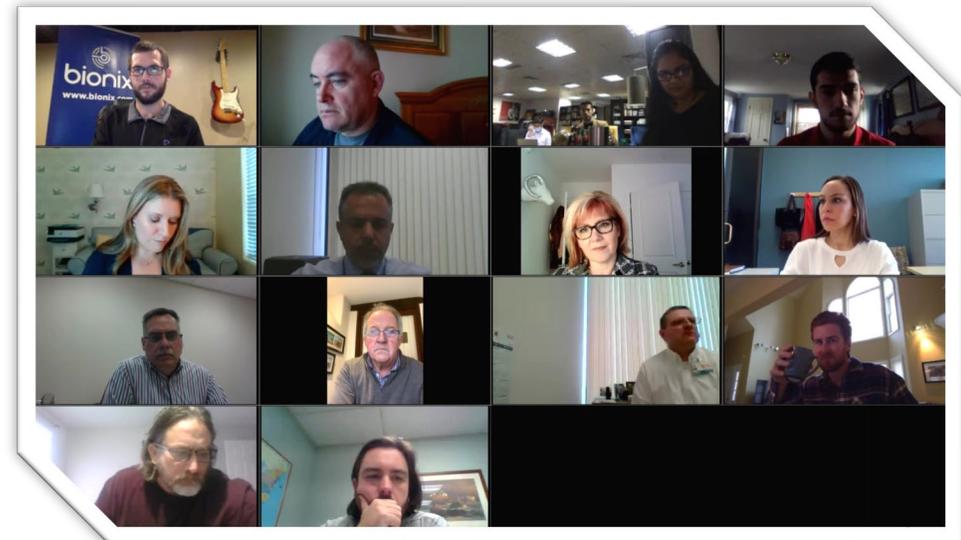


GSGP Trade Missions

PROVEN RESULTS



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





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Accessing the Israeli Market Mission to Israel

May 15-19, 2022

THE MIDDLE EAST NORTH AFRICA REGION



Israel at a Glance



Population	+ 9.4 million
Annual Population growth rate:	1.9%
Religions:	75% Jewish, 21% Muslims, 2.4% Christian & 1.6% Druze
Official Languages:	Hebrew & Arabic
Government:	Parliamentary Democracy
Independence:	1948
GDP (2020):	\$402 billion (-2.5% in 2020) (EU -6.7%, US -3.5%)
GDP Per Capita (PPP):	\$39,000
Geography	Crossroads for 3 continents: Asia, Africa & Europe
Leading Industries	ICT, Life Sciences, Water/Enviro/Agriculture, Defense & Aerospace, Artificial Intelligence, Robotics
Size	20,769 km ²

ABOUT ISRAEL

- 4.5% GDP Growth in 2020
- Resilient Hi-Tech & Life Science Sectors
- Global Competitiveness Report ranks 20th
- Recent promising energy discoveries
- Leader in Medical Cannabis
- Free Trade Accord with US since 1985



Israel Trade Opportunities

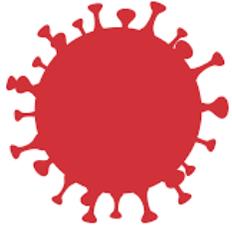
- Highly price sensitive
- Very US/European oriented market
- Kosher certified food **A MUST**
- FMF Opportunities
- Defense, Security, Safety products
- FDA Approved medical equipment
- BIRD / BARD – JV Opportunities



ISRAEL'S CHALLENGES

- Growing Young Population/High Birth Rate
- Privileged Classes/Rich-Poor Divide
- Not Enough People Studying in STEM Programs
- Regional Instability
- High Cost of Living



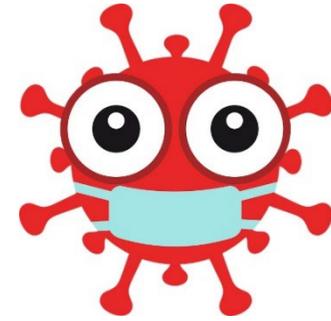


COVID-19 CHALLENGES

- No Tourism Revenues
- Absence of Social Interaction
- Resistance to Bus Travel
- Increased Sense of Isolation
- Adjusting to Remote Culture



COVID-19 BENEFITS (!!)



- Forced Economic Diversification
- Boon to Fintech Applications
- Expanding Remote Technologies
- Increased Regional Cooperation



Comparative View of Select Regional Markets

World Bank Data	GDP (\$ billion)	GDP per capita	Population (million)	US Exports to Market (2020 – \$ billion)	Trade Balance w/US (2020 – \$ billion)
Israel	\$394.7	\$43,600	9.4	\$10.2	-\$5.087
Jordan	\$44.5	\$4,405	10.1	\$1.3	-\$0.545
UAE	\$421	\$43,103	9.77	\$14.759	+\$11.687
Saudi Arabia	\$793	\$23,140	34.3	\$11.17	+\$2.18
Egypt	\$303	\$3,019	101	\$4.76	+\$2.58
Morocco	\$119.7	\$3,204	36.5	\$2.3	+\$1.25



MEDICAL DEVICES & PHARMACEUTICALS

- Growing Market in Entire Region
- International Certifications are Essential (FDA, CE or Health Canada)
- Different Requirements for Each Market
- Overall Preference for US Equipment
- Exclusivity per Country or Regional



ENVIRONMENTAL & WATER APPLICATIONS

Leading Actors: Dow, Evoqua, SUEZ, Xylem, BASF, 3M, Kurita, Schlumberger & Kemira

Agriculture uses 85% of water in this region

Desertification is a major environmental challenge

Gaps Between Legislation and Application of Law

Water Treatment Chemicals: \$1.8 billion market, desalination accounting for 18% of sales



PROCESSED FOOD MARKET REQUIREMENTS

- Long shelf life (logistics)
- Strict Labelling requirements
- Private labeling or Brand names?

Kosher
certification



Halal
certification

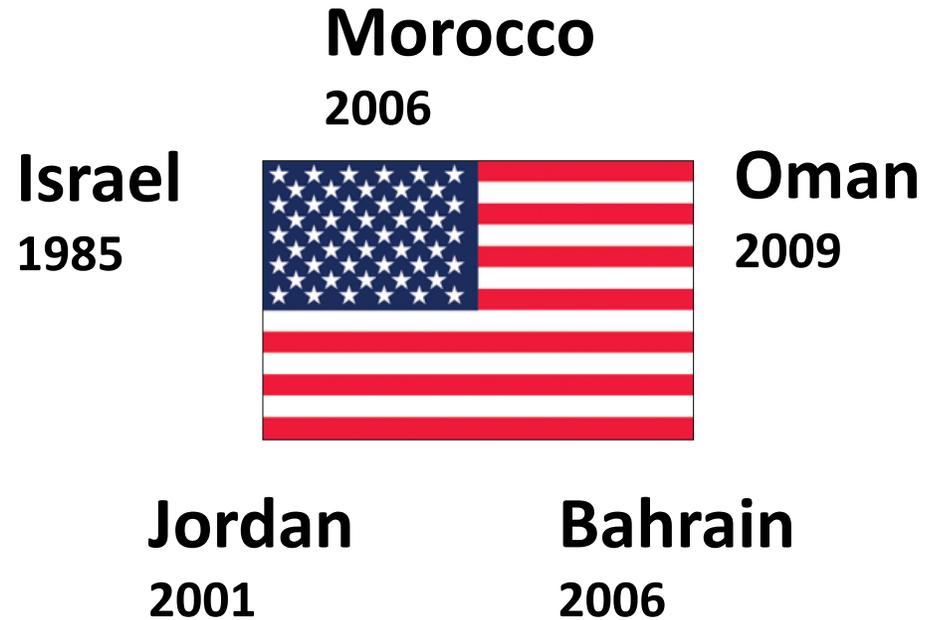


POTENTIAL FOOD PRODUCT LEADERS

- Gluten-free products
- Organic food products
- Protein enriched products
- Premium products (quality foods such as high-end chocolate, desserts and cheeses)
- Milk alternatives (including soy, oat, rice & almond)
- Meat alternatives (e.g. soy)
- Complete Private Label lines
- **Spirits** – Hi-End Market (not just in Israel!)



MENA COUNTRIES WITH FREE TRADE ACCORDS WITH THE USA



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



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THANK YOU

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GSGP Trade Mission to South Korea & Japan 2022

Multi-Sector Trade Mission

June 16-21, 2022

Each mission participant will receive a customized schedule of B2B meetings to meet with prospective customers and business partners.

Mission Costs:

In-Person Participation Fee: US \$1,500 per company (additional company participant \$500)
Includes group ground transport, networking events, briefing and logistical assistance.

Brief Market Research & Customized Appointment Setting Fee*: South Korea US \$2,970 Japan US \$4,000

* Grant funding is available in many States to offset from 50-75% of mission costs.



Registration Deadline: March 30, 2022

<http://www.gsgp.org/projects/international-trade/trade-missions/>



Israel Trade Mission

May 15-19, 2022

- Multi-Sector Trade Mission to Israel
- Mission Participation Fee US \$1,500 per company (each additional participant \$500)
- Appointment Setting Fee US \$3,200
IL, MI, OH, PA Complimentary

Mission registration deadline: March 4, 2022

- Grant funding is available in many States to offset travel costs and mission fees.
- <http://www.gsgp.org/projects/international-trade/trade-missions/>



Central America Trade Mission

September 12-16, 2022

Multi-Sector Trade Mission

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





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UNITED FOR GROWTH

Questions?

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