



**GOED Newsletter**

**STRENGTHENING NEVADA – ISRAELI ECONOMIC COOPERATION**

Nevada and Israel share vibrant and broad commercial relationships with extensive investment in both directions and deep ties in multiple sectors. In 2019, Nevada’s exports of goods to Israel amounted to \$148.6M while the value of imports was \$48.2M.

Almost twenty Israeli companies have already deployed technologies and pilot projects or are actively negotiating partnerships with agencies in Nevada, including two Israeli groups which have now launched formal efforts through GOED and the Nevada Innovation Center LLC (NIC) to establish U.S. offices, industrial facilities and technology incubators in the State.

The focus of this effort has been with municipal and government agencies, as well as academic and research centers, i.e. City of Las Vegas (CLV), RTC (Southern Nevada), RTC (Washoe), UNR - Nevada Center for Applied Research, Nevada Department of Transportation, City of North Las Vegas, WaterStart, Las Vegas Convention & Visitors Authority and Las Vegas Metro Police. GOED has provided central guidance and support while Vegas Chamber, the Nevada Institute of Autonomous Systems, Las Vegas Global Economic Alliance, and UNLV have all been directly involved in the effort.

To strengthen Nevada-Israeli economic cooperation during the period of COVID challenges, the Israel Economic Mission to the West Coast and NIC recently organized a well-attended Webinar on the Investment Support for Deployment of Israeli Technology in Nevada. The objective was to provide information from the Israel Innovation Authority (IIA) and the US-Israel BIRD Foundation about sources of financial support to facilitate additional deployment of relevant Israeli technologies. IIA’s role was critical in 2016 when they signed the Memorandum of Understanding with WaterStart, with the aim of encouraging cooperation in industrial research and development of technologies related to drinking water, wastewater, industrial treatment and agriculture. Currently, through the “BIRD Energy” program there is also an array of opportunities to promote bilateral cooperation in clean renewable energy technologies between Nevada and Israel.

In March 2019, the City of Las Vegas and the Government of Israel, in collaboration with NIC, hosted a Security Technology Summit. More than 10 companies showcased their concepts on advanced technologies and proven solutions that ensure public safety in a wide array of situations and venues. NIC also partnered

with Sarona Ventures to host the 365x NYC 2019 Showcase in Las Vegas in November 2019, featuring 18 Israeli high-tech startups, in collaboration with Vegas Chamber, CLV and GOED.

*“Israel sees Nevada as a major economic player on the West Coast. The number of businesses that have begun expanding to Nevada and the thriving tourism industry in Las Vegas sets Nevada to become one of the top-performing states in the country in terms of economic development. Israel and Nevada already have great economic relations but it’s just the tip of the iceberg in terms of the economic and trade potential. I hope to see in 2021 more successful collaborations between Israeli companies and major players in Nevada, and on behalf of the Israeli Government we are here to support both sides by connecting Innovation to critical needs and by supporting joint collaborations with government funding.”* (Ms. Moran Zilbershtein – Israel Consul for Economic Affairs, Israel Economic Mission to the West Coast)

*“The success of our Israeli partnership and R&D project with Manam is a great example of the value of BIRD Foundation's work and the opportunity it offers to other companies in Nevada. We look forward to deploying the newly developed bridge inspection technology here in the State with NDOT, and then elsewhere in the U.S.”*(Michael Frechette – Co-Founder, AviSight)

*“Michael Saltman and I, as Nevada Innovation Center LLC, are extremely proud to have played a central role in creating the technology bridge between Israel as the Start-Up Nation and Nevada. Good progress has been made but challenges to facilitating Innovation in the Age of Coronavirus remain. But Challenges bring Opportunities, and NIC looks forward to remaining actively involved in this exciting process of facilitating economic diversification in Nevada.”* (Nissim Ezekiel – Co-Founder, NIC)