



# Jewish Federation of Greater New Orleans Announces July 2022 Multi-Sector Trade Mission to Israel

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The **Jewish Federation of Greater New Orleans** is excited to announce a unique mission to Israel from July 12-18, 2022, with the opportunity to also visit the United Arab Emirates (UAE) from July 18-22. By expanding its traditional cultural exchange mission to include a multi-sector trade and business

development mission, the 2022 Federation Mission will strengthen Louisiana's economic ties with Israel by helping to increase exports to the country, build strategic relationships and explore new business opportunities. Registration will open in the Fall.

The trade mission will include an all-star lineup of partners including: **Jones Walker LLP** as the Title Sponsor; the **World Trade Center New Orleans**; the **New Orleans Business Alliance**; **GNO Inc.**; **Louisiana Economic Development**; and **Ochsner Health**. The mission will feature a traditional "Explore Israel" track, as well as four industry tracks in sectors for which Israel is among the world leaders in business and innovation:

- **Medicine/Biotechnology/ Healthcare**
- **Energy/Water Management/Engineering**
- **Transportation/Port/Maritime**
- **Cybersecurity/Innovation**

The mission will include visits to Jerusalem, Tel Aviv, and industry specific places of interest for each of the four business tracks. The delegation will be comprised of approximately 200 business, community, educational and government leaders. Participants will also enjoy an exclusive opportunity to take part in the Opening Ceremonies of the Maccabiah Games, the third largest sporting event in the world.

"Israel is known as the 'Startup Nation'," said Jewish Federation of Greater New Orleans CEO, **Arnie Fielkow**, "and this upcoming trade mission presents a unique opportunity for Louisiana businesses to gain access to this major international hub of innovation and technology."

"We are honored to be a part of this trade mission to Israel and are always happy to support opening economic development doors for the State of Louisiana and City of New Orleans," said Jones Walker Managing Partner, **Bill Hines**. "We greatly look forward to exploring and expanding the economic relationships between the private and public sectors in Israel and the private and public sectors of our city and state."

"We are honored to be part of the mission to strengthen Louisiana's ties with Israel by partnering with the Jewish Federation of Greater New Orleans and building new relationships through medicine, healthcare and biotechnology," said **David Gaines**, Senior Vice President of Public Affairs and Chief Executive Officer, Health & Wellness Solutions, Ochsner Health. "We look forward to connecting with our counterparts in Israel and furthering our mission to heal, lead, educate, innovate and serve in new arenas."

The United States is Israel's single largest trading partner. Since signing the Free Trade Agreement (FTA) in 1985, U.S.-Israel trade has grown eight-fold. Nearly all non-agricultural trade tariffs between the United States and Israel have been eliminated since 1995. In 2017, Gross Domestic Product (GDP) real growth increased by 3.4 percent over 2016. Israel's GDP Purchasing Power Parity (PPP) in 2017 was \$334.6 billion. Israel has a strong economy, led by an export-oriented high-tech sector and a spirit of innovation that continues to attract U.S. companies. The market is primed for U.S. manufacturers of high-end equipment with technology advantages over competition and for components that can be integrated into Israeli systems, either for domestic use or for re-export. Key target sectors for U.S. exports include safety & security, healthcare, information and communication technologies, and defense.

"The World Trade Center New Orleans is honored to support and assist the Jewish Federation of Greater New Orleans and our consortium partners in the planning of this mission to Israel" said **J. Edwin (Ed) Webb**, CEO, World Trade Center New Orleans. "Israel is a technologically supercharged market and remains a top issuer of patents in the World. Our Louisiana based and regional businesses are invited to join us as we further extend Louisiana's trade and innovation reach in Western Asia" he added.

"As the official economic development organization for the city of New Orleans, the New Orleans Business Alliance (NOLABA) distinctly invests in supporting and growing our bio/healthcare industry. We employ the only economic developer in the state of Louisiana who is dedicated to the industry, which is essential to the health of our people and our city's economy. Given that Israel is a global leader in life-changing developments such as human therapeutics, drug discovery, and more, we welcome the opportunity to connect some of our best and brightest talent in New Orleans with their Israeli counterparts with the intent of forming future collaborations and business partnerships." says **Norman E. Barnum IV**, interim CEO & President of the New Orleans Business Alliance.

"The innovation and economic growth of Israel has been rapid and remarkable, making it an ideal location for a business mission" said **Michael Hecht**, President and CEO of Greater New Orleans Inc. "A good business mission serves to both inform and inspire, and we expect both from this trip to Israel, especially in areas of technology, energy, and transportation."

Small businesses may apply to receive reimbursement on registration and travel expenses related to the trade mission through [Louisiana's State Trade](#)

[Expansion Program \(STEP\)](#). Reimbursements are subject to U.S. Small Business Administration (SBA) funding availability.

“The trade mission to Israel that Gov. John Bel Edwards led in 2018 established important business relationships and laid the groundwork for new Louisiana projects ranging from energy to cybersecurity,” LED Secretary **Don Pierson** said. “International commerce is vital to our economic development effort, and there is great value in promoting opportunities for Louisiana industries to export their products – and their expertise. As we continue to cultivate these business relationships, Louisiana and Israel should see benefits for years to come.”

The trade mission is being planned in collaboration with Jones Walker LLP, World Trade Center New Orleans, Ochsner Health, New Orleans Business Alliance, GNO Inc., and Louisiana Economic Development (LED). For more information, visit [www.louisianatoisrael.com](http://www.louisianatoisrael.com) or contact Aaron Bloch at the Jewish Federation of Greater New Orleans, [aaron@jewishnola.com](mailto:aaron@jewishnola.com) or 504-780-5608. Those interested may also [sign up for trade mission updates here](#).

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