

Power up the potential of the  
**U.S.-Israel business relationship**



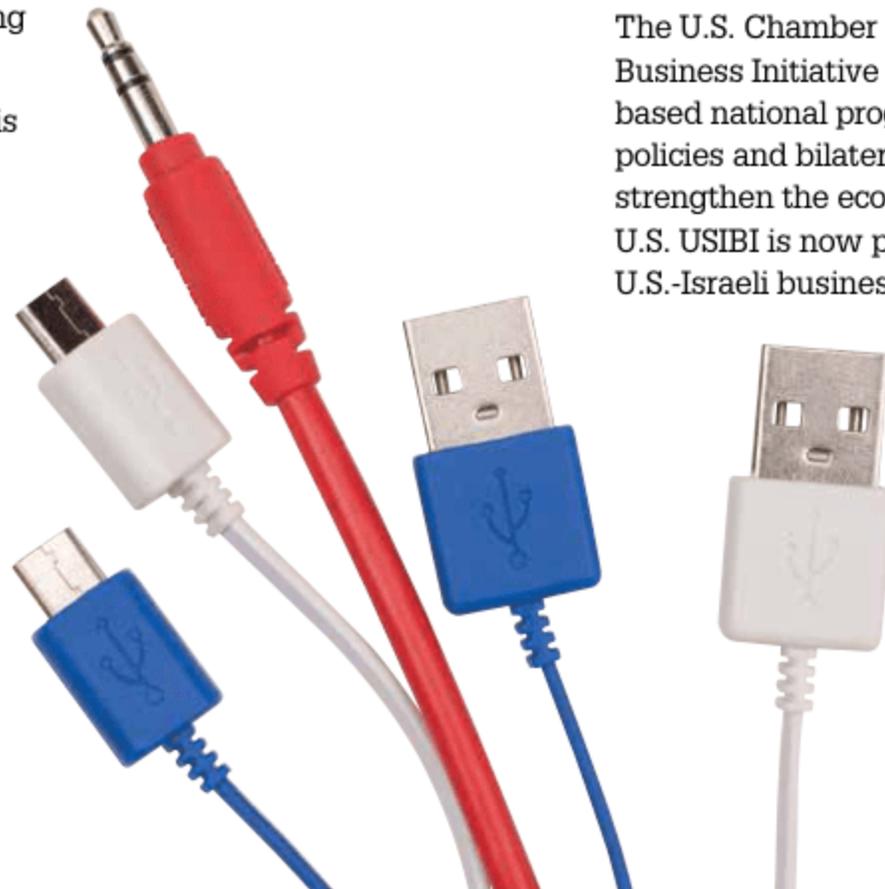
**U.S. CHAMBER OF COMMERCE**  
International Affairs

# Creating Connections

## Imagine...

we have unleashed the full power of U.S.-Israel business

- U.S. business leaders from Anchorage to Orlando, Hartford to Honolulu are tapping into Israeli innovation.
- Deeper U.S.-Israeli business ties are fueling thousands of new jobs across both countries.
- U.S.-Israel partnerships are creating a secure energy future.
- American and Israeli cooperation is pioneering new technologies that improve the lives of millions.



# Harnessing Power

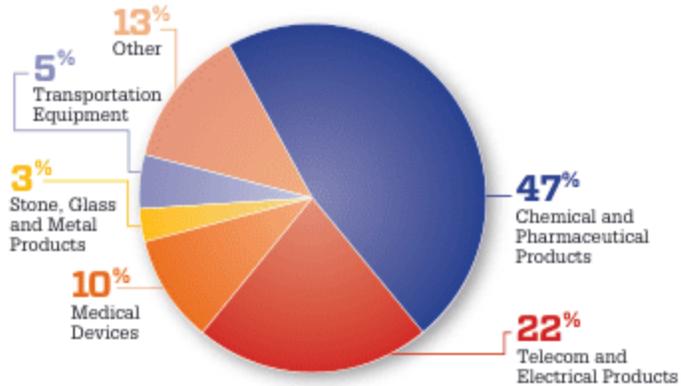
## Now imagine...

an organization that can make this happen, that leverages an unparalleled global network of companies, business organizations and chambers of commerce to ignite greater U.S.-Israel cooperation.

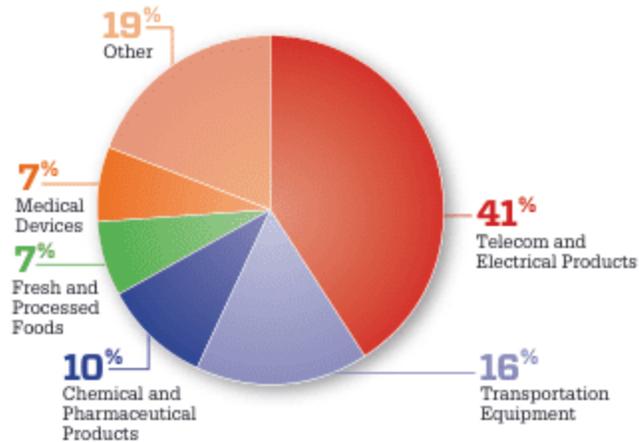
## Ready when you are

The U.S. Chamber of Commerce's U.S.-Israel Business Initiative (USIBI) is the **only** Washington-based national program focused on promoting policies and bilateral business partnerships that strengthen the economies of both Israel and the U.S. USIBI is now poised to spark a new era of U.S.-Israeli business cooperation.

## Opportunities Across Business & Industry



U.S. Imports from Israel by sector



U.S. Exports to Israel by sector

# LIGHT UP THE

## Energy & Partnership

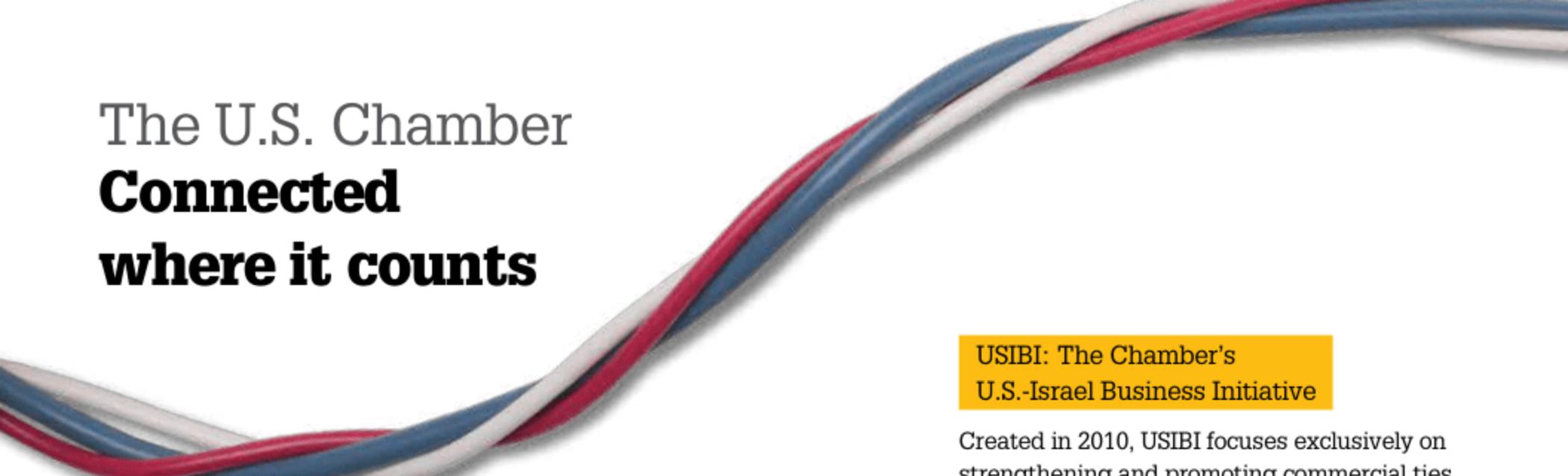
U.S.-Israel energy cooperation will ensure a secure energy future for both the United States and Israel. Incorporating technology developed in Israel, **BrightSource Energy's** LPT solar thermal system is at work in the Ivanpah plant in California's Mojave Desert. The world's largest solar thermal plant, Ivanpah generates enough electricity to power 140,000 California homes.

**Noble Energy**, a Houston, Texas-based company, is developing some of the largest natural gas fields discovered over the past decade, which are located off of the coast of Israel. Through U.S. technical expertise and American-Israeli cooperation, Israel will be energy independent and an exporter of natural gas to its neighbors and the region.

\*Sources:



U.S.-ISRAEL BUSINESS LANDSCAPE



# The U.S. Chamber **Connected** **where it counts**

The world's largest  
business federation

The U.S. Chamber of Commerce is the world's largest business federation and the leading voice for American business, representing the interests of **more than three million U.S. companies** of all sizes, sectors and regions, as well as **3,500 state and local chambers and industry associations**. Plugged into global commerce and with incomparable access to policymakers and business leaders, the Chamber has a proven track record of successfully advocating for policies, building bilateral trade and investment and advancing commercial relationships that benefit both Israel and the U.S. No organization is better positioned to strengthen U.S.-Israel business than the U.S. Chamber of Commerce.

**“This is an  
invitation to  
the innovation  
nation. Israel  
is open for  
business; it’s  
open for your  
business.”**

Prime Minister  
Benjamin Netanyahu

USIBI: The Chamber's  
U.S.-Israel Business Initiative

Created in 2010, USIBI focuses exclusively on strengthening and promoting commercial ties between the United States and Israel; ties proven to drive job creation, innovation and economic advancement in both countries. An effective public voice and advocate for U.S.-Israel commercial relationships, USIBI also serves as a vehicle for cooperation between American and Israeli business and political leaders. Across all of its efforts, USIBI is able to draw upon the Chamber's vast experience leading federal and state campaigns and its domestic and international resources and networks. In addition, USIBI's 501(c)3 nonprofit affiliate educates business and political leaders on various facets of the U.S.-Israel commercial relationship. USIBI activities are now being revved up to provide even greater benefit for the U.S. and Israeli economies.

## Connected around the world

The U.S. Chamber of Commerce is active worldwide, with American Chambers of Commerce and other partner business groups in over 100 countries. In Israel, USIBI works closely with a range of organizations, including the Israel-America Chamber of Commerce (Amcham Israel), the Manufacturers Association of Israel, the Federation of Israeli Chambers of Commerce, the Binational Industrial Research and Development Foundation (BIRD) and many others.



## The Chamber's National Network



# TAP INTO

# THE POWER OF THE NETWORK

The U.S. Chamber is the leading voice for American business, representing 3,500 state and local chambers across the U.S.



The only organization with the power of the U.S. Chamber of Commerce behind it, facilitating U.S.-Israel commercial relationships.

The only organization working to enhance business-centric public policy between the U.S. and Israel.



# Why power up the U.S.-Israel business relationship now?

- **To counter BDS.** Efforts to boycott Israel are increasingly pernicious and prevalent. A growing number of European companies and U.S. academic institutions are supporting or participating in the boycotts, moves meant to delegitimize and isolate Israel economically and politically from the international community.
- **To realize untapped potential.** While high technology continues to serve as the cornerstone of the U.S.-Israel bilateral commercial relationship, there remains huge untapped potential in sectors ranging from renewable energy, water management, cyber security and health care.
- **To strengthen both nations' economic security.** Though political considerations dominate the public's attention, economic vitality is also critical to the security of both Israel and the U.S. Already, the U.S. and Israeli economies benefit from a commercial connection with each other. About 25% of U.S. exports to the Middle East go to Israel (with only 3% of the region's population), more than 100 U.S. companies have operations in Israel and Israel is among the top 20 foreign direct investors in the U.S. (2009).



Coordinated campaigns to boycott, divest and sanction Israel continue to gain steam.

The USIBI matches U.S. and Israeli business with opportunities

The result: greater connection and collaboration between the people and economies of both countries... innovation fired up, scaled up and turned into solutions that benefit the entire world... an open environment for U.S. and Israeli businesses to flourish.

Opportunities waiting to be found

Isolated by virtually the rest of the world, Israel is filled with discoveries waiting to be made and new findings ready to be turned into profitable ventures.

**“We cannot sit idly by and accept possible boycotts; we have to mount an information campaign of our own,”**

Yair Lapid, Israel's Minister of Finance, January 2014, in speech at INSS conference.

# GENERATE BUSINESS TIES



# FOR A BETTER FUTURE

With Israel in first place worldwide in medical device patents and second place in biopharma patents per capita, U.S. life sciences companies are taking notice. **Johnson & Johnson Development Corporation, OrbiMed Israel Partners, Takeda Pharmaceutical Company** (Japan), and the Office of the Chief Scientist in Israel are now creating a public-private biotechnology center near Israel's Weizmann Science Park.



In the U.S., Israel-based **Teva Pharmaceutical Industries** is flourishing thanks to its long-time investment in the U.S. market. Teva, one of the world's ten largest pharmaceutical companies, operates 37 facilities across the U.S. and employs more than 9,000 people in North America.

\*Sources: [redacted], IATI 2012 Summary Report, [redacted]



U.S. Chamber President and CEO **Tom Donohue** (left) and **King Abdullah II of Jordan** discussing Middle East economic issues.



**U.S. Secretary of State John Kerry** addressing the Chamber's leadership.



**House Majority Leader Eric Cantor** (R-VA), greeting **Ofra Strauss** (right), chair of the Israel-America Chamber of Commerce (AmCham Israel) and chair of the Management Board of the Strauss Group, at the Chamber. The Strauss Group and PepsiCo have a joint venture in the Sabra Dipping Company, the largest hummus producer in the world, based in Virginia.



**Sen. Mary Landrieu**, chair of the Senate Energy and Natural Resource Committee (D-LA), speaking with Israeli and American energy firms at the Chamber's headquarters.



**Yair Lapid**, Israel's minister of finance, discussing investment opportunities in Israel with USIBI leadership.



**Sheldon Adelson** (left), USIBI honorary chair and chairman and chief executive officer of the Las Vegas Sands Corp., **Miriam Adelson** (center), and **Chemi Peres**, managing general partner of Pitango Venture Capital, at the USIBI Inaugural Gala.



The Chamber's **Myron Brilliant** (left), executive vice president and head of International Affairs and **Josh Kram** (center), director for Turkey and Middle East Affairs, with **Israeli Prime Minister Benjamin Netanyahu** during USIBI's life sciences mission to Israel.



**Myron Brilliant** (left), executive vice president and head of International Affairs at the U.S. Chamber discussing cyber security with **Israeli President Shimon Peres** (center) on a homeland security mission to Israel. Former U.S. Secretary of Homeland Security and chairman of the Chamber's National Security Taskforce **Tom Ridge** looks on.



**U.S. Ambassador to Israel Daniel Shapiro** presenting U.S. government actions to encourage U.S.-Israel commercial activity before the U.S.-Israel Joint Economic Development Group.



**Israeli Defense Minister Moshe "Boogie" Ya'alon** briefing American corporate executives on the geopolitical situation in the Middle East.



**Israeli Prime Minister Benjamin Netanyahu** delivering a keynote address via video at the USIBI Inaugural Gala.

## Mobilizing new allies

A newly energized USIBI will promote and advocate for U.S.-Israel commercial activity by reaching out to the Chamber's vast networks and contacts: thousands of local and state chambers, state and local officials including governors, industry associations and business leaders. In particular, USIBI will engage the Chamber's national community-affinity chambers of commerce, such as the Latino Coalition and the African American Chambers of Commerce, and government officials in areas that do not have an existing connection to Israel.

## Activating the network

USIBI is undertaking an ambitious body of work to upgrade the U.S.-Israel commercial relationship. We are unleashing effective marketing campaigns, publishing path-breaking research and sharing transformative experiences in Israel and the U.S. These USIBI activities will shine a bright light on opportunities for expanded U.S.-Israel bilateral business and the many reasons to support it.

## Hitting the "on" switch

Achieving USIBI's objectives will make all the difference between an isolated Israel and a commercially vibrant hub of next-generation solutions... between discoveries left to languish and innovation that drives business growth... between a good economic relationship and a historic one.

### USIBI Strategic Objectives

- **To educate American business and political leaders** about the importance of the U.S.-Israel commercial alliance.
- **To serve as a bridge** for U.S. and Israeli business and government leaders to discuss areas of shared commercial and economic interest.
- **To help U.S. leaders** identify specific business and investment opportunities in Israel.
- **To advance public policy** promoting U.S.-Israel trade, investment and cooperative innovation.



Israeli water management solutions are creating new waves of business growth in Israel and the U.S. **Desalitech**, founded in Israel and now based in Massachusetts, offers efficient water treatment technology to agricultural, industrial and municipal systems. Development of its wastewater treatment solution resulted from a **General Electric-Desalitech** research collaboration supported by the Israel-U.S. Binational Industrial Research and Development Foundation (BIRD).

## Water & Innovation

Israeli start-up **Stream Control Ltd.**, along with water and wastewater utility giant **American Water**, is also partnering with BIRD to develop an advanced pressured management system that reduces water leakage. And unique water treatment technology from Israel's **Atlantium Technology**, installed in over 100 plants worldwide, helped **The Coca-Cola Company** win the InterBev Environmental Sustainability Award in 2012.

\*Sources: [redacted], WaterTechnology.net, [redacted], [redacted]



# USIBI's tools and tactics are taking U.S.-Israel business to a **whole new level.**

## World-class think tank

USIBI is creating a home for independent scholarship on the U.S.-Israel business relationship, including threats and opportunities for both nations' economies. The think tank's research will **inform policy development and advocacy** at national and state levels, and inspire new ideas for strengthening the U.S.-Israel commercial alliance. Panel discussions, presentations and other events will engage business leaders, government officials and policy experts in the latest findings. Additional U.S.-Israel business experts will bring their insights directly to Chamber task forces that focus on relevant issues such as energy, intellectual property, cyber security and small business.

## Building business connections

USIBI is building real and lasting business relationships between Americans and Israelis through **bi-directional trade missions**, and by bringing Israeli business-oriented events to local communities throughout the U.S. Business and political leaders will be able to network with their Israeli counterparts, identify specific business and **operations** that are ripe for cooperation, and recognize — possibly for the first time — the value of strengthening U.S.-Israel business cooperation.

## Far-reaching media campaigns

USIBI media campaigns will get the message across to policymakers that Israel directly supports economic growth and jobs in the United States. Based on highly successfully campaigns that the Chamber has conducted in the past, USIBI campaigns will **focus on informing Congress, state and local officials**, as well as leading business executives — and inspiring them to act.

## ● A record of influencing opinions and heating up business

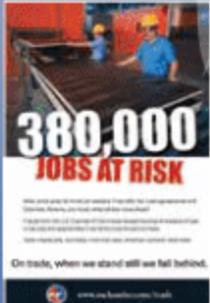
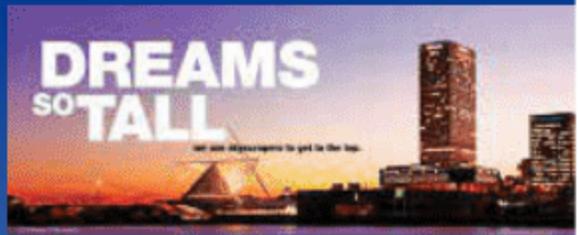
The **USCC's Campaign for Free Enterprise** champions free enterprise, including entrepreneurship and small business, and discusses issues of vital interest to all businesses through its topical, policy-shaping online newsletter and its extensive social media outreach.

Two Campaign for Free Enterprise competitions fire up new awareness and engagement. Multinational Challenge Cup competitions give start-ups a chance to compete with each other as

# TRANSFORM IDEAS TO

HIGH-POWERED RESULTS

Depth Breadth



The **U.S. Chamber of Commerce's U.S.-Korea Business Council** marketing outreach is a textbook case of generating and coalescing popular will to affect public policy and support business. The Council's many marketing initiatives included advertising that targeted Congress and other decision-makers, development and leadership of the U.S.-Korea FTA Business Coalition, grassroots education, meetings, social media and educational events.

Together, these efforts helped gain passage of the Korea-U.S. Free Trade Agreement in 2012. Along the way, the Council helped forge connections between U.S. and Korea businesses and established the importance of vibrant U.S.-Korea economic ties to U.S. jobs and export revenues.

they pitch their ideas to a panel of judges, and the DREAM BIG Small Business of the Year Award, sponsored by Sam's Club®, recognizes and rewards exemplary small businesses.

Each year, the Campaign for Free Enterprise hosts the America's Small Business Summit.

# USIBI:

One of the most **powerful** investments you can make.

**Get involved.**

Dear Colleagues:

Since the launch of the U.S.-Israel Business Initiative (USIBI) in 2010, the Chamber has worked to advance public policies and programs that foster a robust U.S.-Israel economic relationship. By encouraging American and Israeli companies to work together to invent, develop and bring to market cutting-edge ideas and products, USIBI has provided an important framework for expanding America-Israel business ties.

Now is the time to take the next step. Currently, a prolonged campaign is working to delegitimize Israel and pressure Western businesses from operating there. In addition, the commercial dimension of the U.S.-Israel relationship is not well known or understood either by policymakers in Washington, [REDACTED], or the business community at large.

Based on the unique role that only the Chamber can play, we are upgrading our efforts to educate the business community and policymakers on the significant benefits of a strong bilateral commercial relationship with Israel.



We ask you now to help us unleash the power of the U.S. Chamber of Commerce to expand U.S.-Israel business activity. By supporting USIBI, you will be forging a new era in U.S.-Israel business cooperation. You will be sparking new bilateral business ventures that benefit U.S. and Israeli economies. And you will be furthering public policies that support long-term U.S.-Israel commercial ties.

Please find more details about USIBI on these pages and at [REDACTED]. We welcome you to join us in this important effort. The meaningful potential rewards to our country and Israel could not be greater.

Warm regards,



Myron Brilliant  
Executive Vice President and Head of International Affairs  
U.S. Chamber of Commerce

# TURN UP THE JUICE ON

# U.S.-ISRAEL BUSINESS



◀ **USIBI member company representatives** get a firsthand glimpse of Israeli security measures during a homeland security trade mission.

▶ **Harel Locker** (left), director general of the Office of the Prime Minister, with **Khush Choksy**, vice president for Turkey and the Middle East at the U.S. Chamber, speaks with the American business community about major projects the Israeli government is implementing.



▶ **Dr. Eugene Kandel**, Head of Israel's National Economic Council, with the Chamber's **Josh Kram**, Director for Turkey and the Middle East Affairs, discussing changes in Israel's investment laws.

▶ A visiting **delegation of energy regulators** and companies discuss developments in the Israeli natural gas sector.



▶ **Dan Senor**, best-selling author of *Start-Up Nation: The Story of Israel's Economic Miracle* addresses American corporate leaders at the Chamber.





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International Affairs



**Khush Choksy**  
Vice President,  
Turkey and Middle East Affairs  
202-463-5596



**Josh Kram**  
Director,  
Turkey and Middle East Affairs  
202-463-5823

