



Business News Monthly Update September 2011

AICC NEWS

REGISTRATION IS OPEN FOR AICC's US-ISRAEL HEALTH CARE INFORMATION TECHNOLOGY CONFERENCE IN PARTNERSHIP WITH JEFFERSON SCHOOL OF POPULATION HEALTH AND CONFERENCE KICK-OFF

AICC, in cooperation with the Jefferson School of Population Health (JSPH), will host a healthcare IT conference featuring a delegation of Israeli healthcare information technology companies and numerous U.S. companies, policymakers, educators and investors. This full-day Conference is scheduled for **November 16th** in Philadelphia. JSPH's Dean, Dr. David Nash is the honorary chair and moderator of the conference that will include presentations by Israeli healthcare information technology companies, panel presentations by investors and strategic partners, and one-on-one business meetings. Confirmed speakers include:

- KEYNOTE: David Jones, Jr., Chairman and Managing Director, Chrysalis Ventures
- Chris McFadden, Managing Director, Health Evolution Partners
- Tom Olenzak, Partner and Director, Robin Hood Ventures
- Stephen Tranquillo, CIO, Thomas Jefferson University Hospital
- Donna Usiskin, Director of Business Development, Edison Venture Fund
- Larry Gladstone, Director, Lawrence Capital
- Paul Sheils, Ansley Capital
- Ron Maron, Director of Business Development, BIRD Foundation
- Sue Schick, CEO, United Healthcare PA
- Vince Rogusky, President, Info MC

Profiles of participating Israeli companies will be available after September 15th.

On Tuesday evening, **November 15th**, the **Conference kickoff reception and presentation** on Jefferson's campus will feature **keynote remarks by Joseph A. Frick, Chairman and Managing Partner, Diversified Search, Philadelphia** and honor outstanding professionals in Greater Philadelphia's medical community whose contributions have enhanced healthcare collaborations between the region and Israel. Don't miss this excellent networking opportunity and chance to meet the management from Israeli companies.

Sponsorship opportunities are available for the Conference and the Kick-off.

Conference and Kick-off details, registration and sponsorship opportunities available at [**HERE**](#).

AICC LAUNCHES CLUB MEMBERSHIPS

AICC is enhancing its membership benefits to our "core" corporate members who plan to support AICC above and beyond the typical corporate level. Members of this elite group of stakeholders are entitled to special benefits not offered at the current corporate level. This new program is aimed at providing high profile exposure to AICC's strongest supporters and aligning Chamber initiatives with the strategic interests of its most committed members. Benefits to Club members include publicity on all AICC publications and on the website, advance notification of business development opportunities in Israel, 2 tickets to all AICC programs including the Rabin Dinner, quarterly club member roundtable events, as well as the standard corporate membership benefits.

The annual commitment for a Club Membership is \$5,000. Please contact Debbie Buchwald at aicc@greaterphilachamber.com for more information.

BUCHANAN, INGERSOLL & ROONEY ARE THE FIRST TO BECOME AICC SPONSOR MEMBERS

Corporate members who have strategic business interests in Israel and community stakeholders who appreciate the value of Israeli economic activity in the Greater Philadelphia Region may now affiliate with AICC at the Sponsor Level. The sponsorship category, at \$2500, provides prominent public exposure throughout the year on all AICC material and complimentary tickets to AICC programs including the Rabin Dinner, as well as standard corporate membership benefits. Many thanks to Buchanan, Ingersoll & Rooney for becoming AICC's Inaugural Sponsor Member.



BIRD FOUNDATION FUNDING FOR US-ISRAEL COOPERATION IN INNOVATIVE TECHNOLOGY DEVELOPMENT

The BIRD Foundation announced its next funding cycle with a call for US-Israel joint project proposals focusing on innovative R&D collaborations between US and Israeli companies. Relevant R&D topics include but not limited to: Life Sciences, Cleantech, Communications, Electronics, Software, HLS, etc. The maximum conditional grant per project is up to 50% of the R&D costs associated with the joint project, and no more than \$1 million per project. To be considered, a proposal should have significant commercial potential. The application process is web-based and requires prior discussion with the BIRD Foundation. The **Executive Summary** is due **September 15TH**, with the full scale proposal submission by October 26th. For additional information please contact Debbie Buchwald, BIRD Foundation Representative in Pennsylvania and Delaware: debbieb@birdf.com.

AREA INTERNATIONAL CHAMBERS HOST DIGITAL ECONOMY SEMINAR & NETWORKING EVENT, OCTOBER 5TH

Driving the Bottom Line in a Digital Economy – Trends in Global Business Development, will focus on connecting globally, and staying ahead of the curve with respect to the technology being used for e-trade and commerce, digital media, and business operations. The program will feature panelists from companies that are paving the way in the industry including **Israel's Amdocs**, Aramark and more. The event is being held on Wednesday, October 5th from 5:00 -8:00 p.m. at the Pyramid Club in Philadelphia. The cost for members is \$45, the non-member fee is \$55. This event is being organized by the British American Business Council, with participation from AICC as well as- the Chilean, French, German and Swedish Chambers. To register, click [HERE](#)

PENNSYLVANIA EXHIBITION AT WATEC ISRAEL – NOVEMBER 2011

The Office of International Business Development, Department of Community & Economic Development Commonwealth of Pennsylvania is recruiting exhibitors for the Pennsylvania booth at Watec 2011 in Tel Aviv. Watec is an international conference on water technologies, renewable energy and environmental controls held annually in Israel. This year's conference will take place November 15-17th. For more information about Watec, click [HERE](#). For more information about exhibiting in the Pennsylvania booth, please contact Deb Lenker at delenker@state.pa.us.

AICC BUSINESS OPPORTUNITIES

Marketer of industrial grease and chemicals is seeking industrial oil dealers on the East Coast.

Developer of print management and optimization software seeking channel partner

Provider of international collection services for healthcare systems seeking opportunities in Greater Philadelphia

Details available to Members on the **Forums** Section of the Website, <http://www.americaisraelchamber.com/>

CALENDAR

Please check the public section of the website for event details and the members section for meetings.

- Sept. 12th** AICC Cleantech Committee meeting -9:00 a.m. Philadelphia
- Sept.21st Tikvah Project Kick-off Event – 6:00-8:00 p.m. Phila <http://www.alshopefoundation.org/Tikvah/>
- Sept 22nd Blank Rome ANNUAL STRATEGIC PARTNER AND VENTURE CONFERENCE IN LIFE SCIENCES AND MEDICAL DEVICES in Partnership with Bio NJ, Princeton, NJ Beth Cohen: cohen-b@blankrome.com.
- Sept 22-23rd PA Trade Rep. from Israel available for one-on-one meetings. Dale Foote: dfoote@wtcphila.org
- Sept. 22nd Philadelphia International Showcase, WTC Greater Philadelphia, 5:30 p.m.
http://www.wtcphila.org/main_event_page.asp?cmd=display_event_details&event_id=843
- Oct. 5th** Intl National Chambers Joint Program: *Driving the Bottom Line in a Digital Economy - Trends in Global Business Development*, 5-8 p.m. Philadelphia (details above)
- Nov. 15th** Kick-off and Welcome Reception for Israeli Delegation to U.S.-Israel Healthcare IT Conference and Recognition Program at Jefferson School of Population Health, Philadelphia (details above)
- Nov. 16th** U.S.- ISRAEL HEALTHCARE IT CONFERENCE PRESENTED BY AMERICA-ISRAEL CHAMBER OF COMMERCE IN PARTNERSHIP WITH JEFFERSON SCHOOL OF POPULATION HEALTH, Philadelphia (details above)

AICC MEMBER NEWS

BLANK ROME PARTNERS WITH BIO NJ TO PRESENT SEPTEMBER 22ND 8TH ANNUAL STRATEGIC PARTNER AND VENTURE CONFERENCE IN LIFE SCIENCES AND MEDICAL DEVICES

Now in its 8th year, the Blank Rome Israel Venture Conference is partnering with Bio NJ to host a venture and strategic partner conference focusing exclusively on life sciences and medical devices companies at Bristol Myers Squibb in Princeton, NJ. This invitation only, afternoon program for investors and partners will provide a good look at some of Israel's most exciting biotech and medtech companies with a U.S. presence or ready to launch. Additional information available by contacting Beth Cohen: cohen-b@blankrome.com.

THE TIKVAH PROJECT FOR INTERNATIONAL COLLABORATION FOR ALS RESEARCH KICK-OFF ON SEPT. 21

The ALS Hope Foundation and Israel ALS Research Association are hosting a reception on September 21st to kick-off Tikvah Project, an international research collaboration for ALS commencing with a US-Israel partnership. . Details available at <http://www.alshopefoundation.org/Tikvah/>

TRENDLINES GROUP'S SOL CHIP OFFERS AN ECO-FRIENDLY RENEWABLE BATTERY TECHNOLOGY

Sol Chip, which is a member of Trendlines Group's Mofet B'Yehuda Innovation Accelerator, has developed renewable battery technology for low-power devices used in farming, agriculture, healthcare and other industries. Its technology is unique because it allows for the integration of the photovoltaic (PV) chip with

transistors. The process halves the cost of devices like tags and ensures greater efficiency of energy use. The transistors and the power cell are exposed to the sun and store energy using the PV technology, allowing the device to continue functioning at all hours of the day.

TEVA TO POWER FACTORY WITH NATURAL GAS

Teva Pharmaceutical Industries is moving forward on plans to build a private natural gas-driven power station at its Teva Tech plant at Ramat Hovav in the Negev. The power station will meet the factory's needs and Teva can sell the surplus to Israel Electric Corporation.

FDA ACCEPTS TEVA'S NEW DRUG APPLICATION FOR ALLERGIC RHINITIS TREATMENT

Teva Pharmaceutical Industries announced that the U.S. FDA has accepted for filing Teva's New Drug Application (NDA) for beclomethasone dipropionate hydrofluoroalkane (BDP Nasal HFA), a nasal aerosol corticosteroid in development for the treatment of seasonal allergic rhinitis (SAR) and perennial allergic rhinitis (PAR). BDP Nasal HFA demonstrated significant improvement in nasal symptom scores of sneezing, runny nose, nasal itching and nasal congestion versus placebo. BDP Nasal HFA was generally well tolerated and the safety profile was similar to that of placebo.

SAFEND WINS 2011 BEST DEPLOYMENT SCENARIO AWARDS FROM INFOSECURITY PRODUCTS GUIDE

Info Security Products Guide, the industry's leading information security research and advisory guide, has named Safend a winner of the 2011 Best Deployment Scenario Awards in the Encryption Solution and Information Leak Prevention categories. This prestigious award recognizes security vendors with advanced, ground-breaking security solutions that are helping set the bar higher for others in all areas of information security. Safend was selected based on real-world solution deployments that are making the most positive impact on security in today's highly sophisticated and blended attacks environment.

FOX ROTHSCHILD HOSTS WEBINAR ON EXTRATERRITORIAL JURISDICTION OF U.S EXPORT & SANCTIONS LAWS

The U.S. government recently sanctioned a number of non-U.S. companies — including an Israeli company — for dealings with Iran. The sanctions were a result of the United States' application of extraterritorial jurisdiction under the Comprehensive Iran Sanctions, Accountability and Divestment Act (also known as CISADA). Under this law, no nexus with the United States is required to trigger sanctions. The webinar, which will provide an introductory overview of the U.S. laws and highlight how to conduct your business operations to avoid U.S. government sanctions, is being held September 8th.

DANIEL MATLIS, AXENIDA, recently published an article detailing his interview with Chen Levin, Executive Director of BioJerusalem, describing how Jerusalem is working to become the Bio-Pharmaceutical capital of Israel available at <http://axendia.com/blog/>

AICC MEMBER RENEWALS

Welcome new member: Individual: **Steven Baranowitz, MD**, Epitech, Inc., **Avi Nowitz**, Velocity Business Systems. Thanks to the following members for renewing: Individual: **Beryl Dean, Esq.**, **Wayne Kimmel**, Artists & Instigators, and **Daniel Matlas**, Axendia.

ISRAEL BUSINESS NEWS

ISRAEL'S SEWAGE-EATING BACTERIA LURE GE CASH TO CUT ENERGY COSTS

General Electric Co., ConocoPhillips and NRG Energy have invested in Emefcy Ltd., which is building a fuel cell that uses bacteria to break down waste in water. Emefcy's equipment is different because it generates power while treating the wastewater. Construction of Emefcy's \$1 million fuel-cell production plant on the outskirts of Caesarea is expected to be completed by the end of the year, with first commercial orders ready for shipping by early 2012. The bacteria project is a small part of Israel's effort to alleviate a water shortage without straining limited energy supplies. Israel has doubled its exports of water technology to \$1.5 billion following a state-funded program that began in 2006

BARCLAYS WILL BECOME THE FIFTH FOREIGN BANK WITH A BRANCH IN ISRAEL

Governor of the Bank of Israel Prof. Stanley Fischer granted Barclays Bank a foreign bank license to open a branch in Israel. The other foreign banks already in Israel are: Citigroup, HSBC Holding, BNP Paribas and the State Bank of India.

ETHIOPIAN-ISRAELI ELECTED DEPUTY KNESSET SPEAKER

MK Shlomo Molla of the Kadima party was elected deputy Knesset speaker, becoming the first Ethiopian to fill the role. In 2008, Molla became the second MK of Ethiopian origin.

ISRAEL'S GDP GROWTH SLOWS TO 3.3% IN SECOND QUARTER, INFLATION SLOWS ,TRADE DEFICIT WIDENS

Although the July data confirms that Israel's economic growth is slowing, the slowdown was less than feared. The 3.3% increase was down from 4.7% in the first quarter of 2011. Growth was driven by an annualized increase in exports of goods and services of 3.4%, 2.2% in private consumption, 8.8% in investment in fixed assets and 6.3% in civilian public consumption. Inflation was held at bay, with the consumer price index for July dropping by 0.3%, bringing the 7 month inflation number to 1.9%. However, Israel's trade deficit in January-July 2011 tripled to \$8.6 billion from \$2.8 billion in January-July 2010, mainly due to the rise in fuel prices and lower exports. Industrial exports fell by an annualized 9% in May-July 2011, after rising by an annualized 5% in February-April. High-tech exports, half of industrial exports, fell by an annualized 11% in May-July, after falling 1% in the preceding three months

ISRAELI EXPORTS TO CHINA UP 33%

Israeli exports to China totaled more than \$1 billion in the first half of 2011 – a 33% increase compared to the same period last year. China is ranked fourth on the list of Israel's export destinations. .

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