



GREAT LAKES
ST. LAWRENCE
GOVERNORS
& PREMIERS

UNITED FOR GROWTH

Export Opportunities to Jordan & Israel Webinar

September 29, 2020

Zoë Munro, Program Director



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



Toronto, Canada

London, United Kingdom
Berlin, Germany

Jerusalem, Israel

GREAT LAKES
ST. LAWRENCE
GOVERNORS
& PREMIERS



Mexico City, Mexico

Santiago, Chile

São Paulo, Brazil

Johannesburg, South Africa

Dubai, UAE

New Delhi, India

Sydney, Australia

Seoul, South Korea

Tokyo, Japan

Shanghai, China

Singapore

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



GSGP

Israel Trade Office Represented by Atid EDI, Ltd.

Seth J. Vogelman

Director



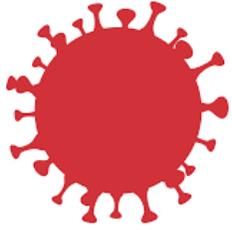
September 2020

The Middle East Region



Challenges to the Region

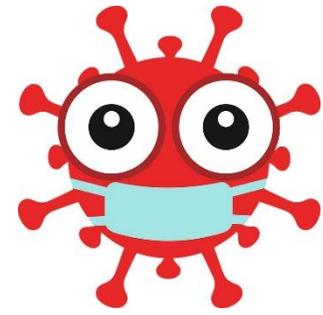
- **Growing Young Population**
- **Privileged Classes**
- **Educated with Limited Prospects**
- **Unemployment**
- **Falling Oil Revenues**
- **Access to Quality Healthcare**



COVID-19 Challenges

- **No Tourism Revenues**
- **Suppressed Economies**
- **Unemployment**
- **Disappearing Oil Revenues**
- **Remote Culture**

COVID-19 Benefits (!!)



- **Forced Economic Diversification**
- **Weaning off of Oil Revenues**
- **Boon to Fintech Applications**
- **Expanding Remote Technologies**
- **Increased Regional Cooperation**

Israel



Israel

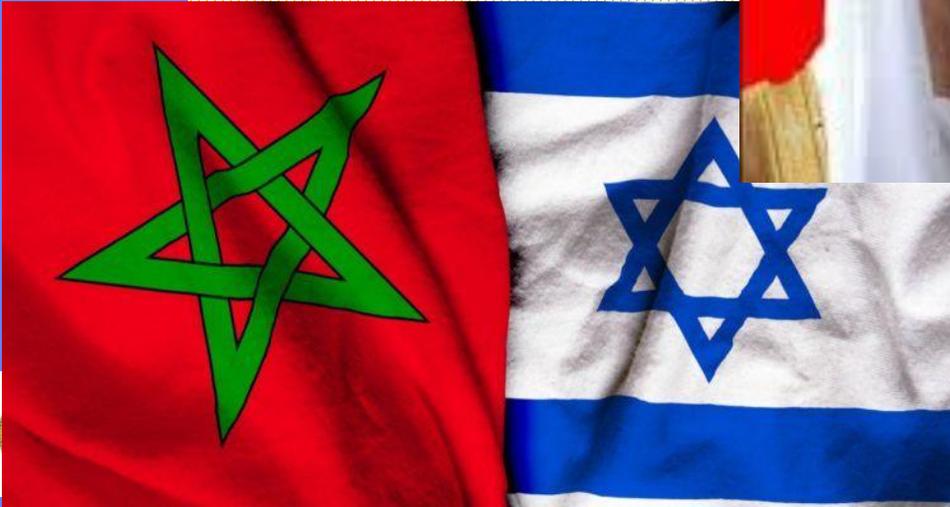


- 3.5% GDP Growth in 2019
- Resilient Hi-Tech & Life Science Sectors
- Global Competitiveness Report ranks 20th
- Recent promising energy discoveries
- Leader in Medical Cannabis
- Arrow System made for US
- Free Trade Accords with Canada & US

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 / CIIRDF – JV Opportunities

Israel Regional Gateway??



Special Advantages for Great Lakes Companies in Israel

- 1. BIRD Foundation – US**
- 2. CIIRDF – Canada**
- 3. FMF Opportunities – US**

BIRD Foundation



BIRD supports industrial R&D in all sectors that are of mutual benefit to the U.S. & Israel.

Established in 1977 as a joint initiative by the US and Israel, BIRD supports approximately 20 projects annually. BIRD projects have included:

Agriculture

Life Sciences

Electro-optics

BIRD Energy: Renewable & Alternative Energy

Communications

Electronics

Software

BIRD HLS: Homeland Security





Canada-Israel Industrial Research and Development Foundation
Fondation Canada-Israël pour la recherche et le développement industriels

The **Canada-Israel Industrial Research and Development Foundation (CIIRDF)** invests in 3 kinds of bilateral R&D initiatives by Canadian and Israeli partners:

1. **Feasibility studies** of up to 6 months in duration: CIIRDF contributes up to 50% of the joint study costs up to a maximum of CDN \$20,000
2. **Collaborative R&D projects**, covering up to 50% of joint project costs. The product should be near 'market-ready' by the conclusion of the project.
3. **Canada-Israel Energy Science and Technology Fund (CIEST Fund)** - innovative energy technologies and processes



FMS – Foreign Military Sales DCS - Direct Commercial Sales

FMS & DCS are sales of finished products.

In 2016, the U.S. and Israeli governments signed a new 10-year Memorandum of Understanding (MOU) on military aid, covering FY2019 to FY2028.

Under the terms of the MOU, the US pledged to provide \$38 billion in military aid (\$33 billion in **Foreign Military Financing (FMF)** grants plus \$5 billion in missile defense appropriations) to Israel.



Foreign Military Financing

What's FMF: US funds spent in the US to buy US made products or services.

FMF enables Israel to purchase US defense articles, services and training through foreign military financing of the direct commercial contract program.

US funds never leave the US.



Major Israeli Trade Events



- Life Science R&D
- VC Funding
- Brain Health
- Gene Editing



- Interactive experience with water technology ingenuity
- The start-up culture
- Networking and brainstorming on water issues and technologies
- True water technology development



- Telecommunications
- Microwave/RF/mm-wave
- Antennas
- Solid State Circuitry



Jordan



Jordan



- **Strong Monarchy key to stability**
- **Military Enforced COVID Restrictions**
- **Free Trade Accord with US & Canada**
- **King supports economic reforms**
- **Small local market - Regional Gateway**
- **Industrial, Medical & Green**
- **Aid vs. Trade!**

Jordanian Opportunities



SOFEX JORDAN: 16 - 19 May 2022: The Special Operations Forces Exhibition and Conference is a special operations and homeland security event that is held every two years. Many international visitors & an American pavilion.

Egypt



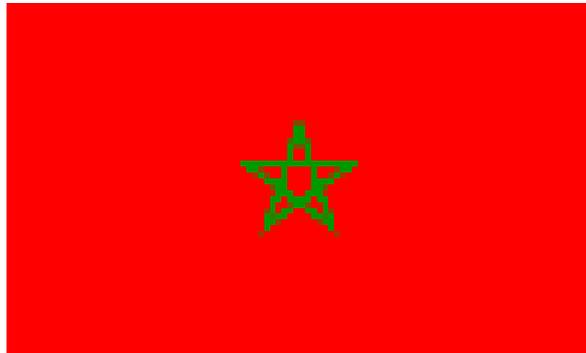
Egypt



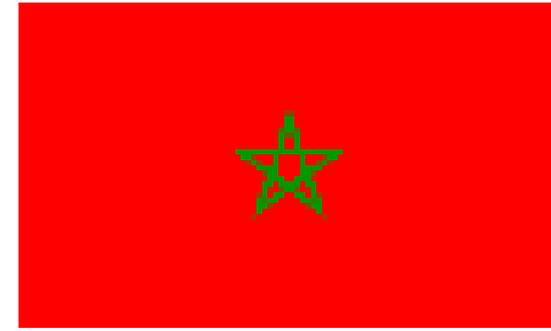
- Tourism strongest industry
- Improving Economy
- Medical & Industrial Supply Sectors
- US' 2nd most important trading partner
- Economic Reform Challenges
- Academic Partnerships Mandated



Morocco

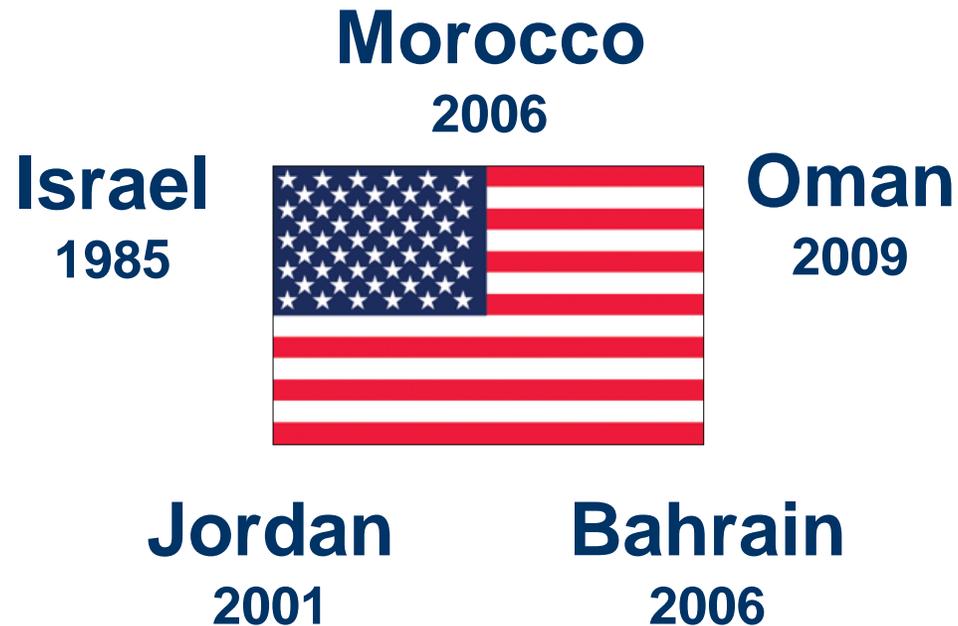


Morocco



- ▶ **Free Trade Accord with US**
- ▶ **Stable Constitutional monarchy**
- ▶ **Concern for Environment**
- ▶ ***Parlez-vous français?***
- ▶ **Popular interest in North America**

MENA Countries enjoying Free Trade Accords with the United States



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



Canadian Middle East Trade Pacts

Free Trade Accords

- Israel - 1997
- Jordan - 2012

Foreign Investment Promotion & Protection Agreements

Egypt - 1997

Jordan - 2009

Lebanon - 1999

Your Secrets to Success!!!

- Allow Us to Help You
- Be Responsive to Contacts
- Be Pro-active with Leads
- Be Clear – Who Speaks English?
- Keep Our Office Updated

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GSGP Trade Missions 2021

U.K. & the Netherlands

March 14-19, 2021

South Korea & Japan Trade Mission

April 18-24, 2021

Brazil & Colombia Trade Mission

May 16-22, 2021



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

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





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Questions?

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