



Governor's Office of Economic Development

JASON P. PERRY  
*Executive Director*

**News Release**  
**For Immediate Release**  
May 11, 2009

State of Utah  
JON M. HUNTSMAN, JR.  
*Governor*

GARY R. HERBERT  
*Lieutenant Governor*

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**Governor's Israel Trade Mission**  
*Governor Huntsman and Delegation Members Travel to Israel*

**Salt Lake City** - The cornerstone of the vibrant U.S.-Israel economic relationship is the 1985 Free Trade Agreement (FTA) which has during the last 20 years enabled a major expansion of U.S.-Israel bilateral trade. The Israeli and American economies share common commitments and interests in international trade. In the light of this history, Governor Jon Huntsman is leading a delegation of Utah businesses and governmental leaders in meetings in Israel this week.

70% of Israel's exports are in the high-tech sector and information technology and software development is a targeted industry for the State. Per capita, Israel has more high-tech startups, scientists, development spending, venture capital investments and patents registered in the United States than any other country in the world.

Through this trade mission to Israel, the Governor will expand strategic relationships between Utah and Israel. Utah's exports to Israel in 2008 were \$80.3 million. Key exports include industrial machinery, electric machinery, optic instruments, and perfumes and cosmetics. Individual business meetings have been arranged in addition to the general itinerary for the mission. The Governor will meet with government officials to better understand current political, economic, and social issues in Israel and the region. Of special interest to the Governor are on-site visits to important water and energy sites. The Governor sees much potential in Utah partnerships with Israel on alternative energy development and water conservation, both issues very important to Utah's economy.

To contact the international team visit <http://www.business.utah.gov/international> for more information on the growth opportunities that may come to your business through the Governor's Office of Economic Development or the World Trade Center of Utah export assistance programs.

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Editor's note: The following individuals are members of the delegation. Those listed as "State of Utah" are official representatives of the State. All others are paying their own expenses for the trip as business representatives or individual citizens.

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|------------------------|-------------------|------------------------|
| ◆ <b>State of Utah</b> | Governor Huntsman | Governor               |
| ◆ <b>State of Utah</b> | Neil Ashdown      | Chief of Staff         |
| ◆ <b>State of Utah</b> | Mark Shurtleff    | Attorney General       |
| ◆ <b>State of Utah</b> | Brett Heimburger  | International Director |
| ◆ <b>State of Utah</b> | Jim Paine         | Security               |
| ◆ <b>State of Utah</b> | Barton Blair      | Security               |
- ◆ Clifford White, Capital Consultants, (GOED Board Member)
  - ◆ Allyson Gamble
  - ◆ **President of Western Hay**, Jim Petteys
  - ◆ **Founder/Managing Partner at Actium Partners**, Jeff Wright
  - ◆ Vanessa Di Palma Wright
  - ◆ **General Manger, MonaVie – Israel**, Blake Schroeder (lives in Tel Aviv)
  - ◆ **Associate General Counsel, MonaVie**, Matthew Parker
  - ◆ **CAO of China Venture Finance**, Michael Swope
  - ◆ **President of The Children of Israel Foundation**, Dr. Kimball Taylor
  - ◆ **Vice President of AIFL – Utah Branch**, Robert Hatch
  - ◆ **Executive Director of Chabad Lubavitch OF Utah**, Rabbi Benny Zippel

**UTAH TRADE MISSION TO ISRAEL**  
**ITINERARY**  
**11-14 May 2009**

**Monday, 11 May 2009**

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**Governor Huntsman Arrives**

**Tour of Israel**

Highlights: Jerusalem, Dead Sea, Tel Aviv, Plant a Tree at Neot Kedumin

Note:

American Independence Park: the Governor will be met by Mr. Efi Stenzler, World Chairman of the Jewish National Fund. The two will then plant a tree together in the park. This activity is a very prestigious symbol that is usually reserved for only Heads of

State and other very senior officials. The Pope will be planting a tree with Mr. Stenzler also during the same week.

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### **NETAFIM™ drip irrigation Tour**

Background: Netafim's drip irrigation solutions introduce advanced water conservation practices and technologies for landscape irrigation. As opposed to traditional overhead irrigation solution, water is not wasted through evaporation, wind overspray, mist or surface run-off. Instead, with drip irrigation, the water is applied directly to the plant's root zone, optimizing water usage, while enhancing its beauty and health.

Netafim™ Greenhouse, one of the world's leading greenhouse solution providers, has accrued vast global experience in providing highly specialized, state-of-the-art greenhouse systems, commercial greenhouses and greenhouse equipment. The firm's teams tailor high-quality, turnkey greenhouse projects delivering comprehensive solutions for enhancing crops and managing climate control while aiding clients to adhere to their budgets and ensure a return on investment.

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### **BrightSource Energy Tour (Rotem Industries Park)**

Tour given by company Chairman Arnold Goldman

Objectives:

- Meet with Chairman of company and learn about energy projects in other states
- Take a tour of the facility

Background:

The SEDC is a scaled cross-section of a typical commercial plant and serves to demonstrate BrightSource Energy's proprietary Luz Power Tower (LPT) technology. The 4-6 megawatt facility has been tested and verified by an independent engineering firm, and found to produce the world's highest temperature and pressure solar steam. In a full-sized, commercial plant, this utility-grade superheated steam is piped from the boiler to a standard turbine to generate electricity.

**Tuesday, 12 May 2009**

### **Breakfast with Tzipi Livni [Pending]**

Former Foreign Minister; Currently head of the opposition [Kadima]

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## **Meeting with Palestinian Authority**

Discussion Points:

- Political, social and economic issues
  - Discuss economic opportunities
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## **Visit to Yad-Vashem Holocaust Museum Tour**

- Governor Huntsman to lay wreath at site
  - Floral wreath will say: *From the people of Utah*
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## **Meeting with Mr. Yosi Gal, Director General, Ministry of Foreign Affairs**

Discussion Points:

- State of Israeli government
  - Political, social and economic challenges
  - Discuss major Utah initiatives and economic opportunities
  - Areas for collaboration
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## **Meeting with Israeli President Shimon Peres**

Discussion Points:

- State of Israeli government
  - Political, social and economic challenges
  - Discuss major Utah initiatives and economic opportunities
  - Areas for collaboration
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## **BYU Jerusalem Center Tour and Reception**

Tour of BYU Jerusalem Center

Dinner Reception

Remarks by Governor Huntsman to faculty, students with  
Q& A

Event concludes

Program: Governor and delegation will be greeted by student body officers who will sit with delegation guests at various tables.

**Wednesday, 13 May 2009**

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## **Tour of Jerusalem Old City**

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## **Meeting with Baruch Binah, Deputy Director General, Head of North American Division, Ministry of Foreign Affairs**

Discussion Points US-Israel Relations

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**Briefing: *Current Political Situation in the Middle East***

Given by: Mr. David Akov, Head of Bureau for Strategic and Economic Affairs, Ministry of Foreign Affairs  
(former Consul General in San Francisco)

**Briefing: *Iran***

Given by: Mr. Reuven Azar  
Director of Palestinian and Economic Affairs, Ministry of Foreign Affairs

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**Meeting with Daniel Ayalon, Deputy Foreign Minister; former Ambassador of Israel to the United States**

Discussion Points:

- State of Israeli Foreign Relations
- Political, social and economic challenges
- Discuss major Utah initiatives and economic opportunities
- Areas for collaboration

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**Meeting with Israeli Prime Minister, Benjamin Netanyahu**

Discussion Points:

- State of Israeli government
- Political, social and economic challenges
- Discuss major Utah initiatives and economic opportunities
- Areas for collaboration

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**American-Israeli Friendship League and America Israel Chamber of Commerce Reception**

Discussion Points:

- US-Israeli relations, issues, opportunities

**About the Utah Governor's Office of Economic Development**

The Governor's Office of Economic Development (GOED) charter is based on Governor Huntsman's commitment to economic development statewide. The mandate for this office is to provide rich business resources for the creation, growth and recruitment of companies to Utah and to increase tourism and film production in the state. GOED accomplishes this mission through the administration of programs that are based around industries or "economic clusters" that demonstrate the best potential for development. GOED utilizes state resources and private sector contracts to fulfill its mission.