



# VIRGINIA ISRAEL ADVISORY BOARD

COMMONWEALTH OF VIRGINIA  
OFFICE OF THE GENERAL ASSEMBLY

## MEMORANDUM

TO: His Excellency Governor Glenn A. Youngkin  
The Honorable Todd C. Gilbert - Speaker of the House  
The Honorable Mamie E Locke - Chairman Joint Rules Committee

FROM: Mel Chaskin – Chairman, Virginia Israel Advisory Board


DATE: December 30, 2022

RE: FY 2022 Annual Review of the Virginia Israel Advisory Board

CC: Distribution List (Attached)

- A. Some highlights – Israeli companies investing in Virginia over the past year
  - UVision USA Corporation
  - Starplast
  - Pure Salmon
  - Israel's Over-SAT and Virginia's MIL-SAT
  
- B. VIAB continues with the Economic Impact - Economic Impact of \$5 billion and growing – The Dragas Center for Economic Policy and Analysis at Old Dominion University analyzed four Israeli companies with their U.S. headquarters and core operations in the Commonwealth and found they have contributed more than \$5 billion to the GDP of Virginia, an economic impact that represents 20,000 times the VIAB's budget. (See Economic Impact Case Studies). Since the study's completion, these companies continue to contribute hundreds of millions of dollars annually to the Virginia economy.

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Mel Chaskin  
Chairman, Virginia Israel Advisory Board

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VIAB Board Members – including Secretary Caren Merrick and Secretary Aimee Rogstad Guidera

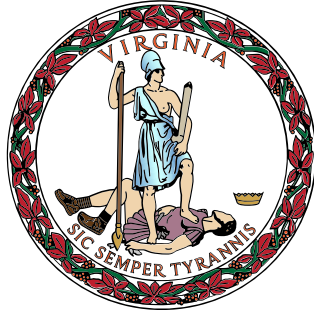
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DLS – Amigo R. Wade  
DLS – Jessica Kilgo

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DPB - Toni Walker

VEDP - Vince Barnett



# VIRGINIA ISRAEL ADVISORY BOARD

COMMONWEALTH OF VIRGINIA  
OFFICE OF THE GENERAL ASSEMBLY

## Virginia Israel Advisory Board

Annual Report  
FY 2022  
December 31<sup>ST</sup> 2022

Mel Chaskin – Chairman

Chuck Lessin – Vice Chairman

Dov Hoch – Executive Director



# Contents

Chairman’s Message ..... 3

Executive Director’s Message ..... 4

Executive Summary..... 5

VIAB - Who we are and what we do ..... 7

Why Israel Is a Key Country To Target for Direct Foreign Investment Into the US ..... 7

Economic Impact - Case Studies ..... 8

Strategy and Approach ..... 9

Israeli Companies Building Operations in Virginia This Year..... 10

Programs ..... 11

Marketing in Israel ..... 14

Factors Impacting our Operations and Activities ..... 15

VIAB Thomas Jefferson: Commerce with All Nations Awards ..... 16

Focus Areas and Activities for next year ..... 17



## Chairman's Message

FY 22 has continued to be a challenging year, but we were still able to accomplish many positive activities.

1. Some highlights – Israeli companies investing in Virginia over the past year
  - UVision USA Corporation
  - Starplast
  - Pure Salmon
  - Israel's Over-SAT and Virginia's MIL-SAT
2. VIAB continues with the Economic Impact - Economic Impact of \$5 billion and growing – The Dragas Center for Economic Policy and Analysis at Old Dominion University analyzed four Israeli companies with their U.S. headquarters and core operations in the Commonwealth and found they have contributed more than \$5 billion to the GDP of Virginia, an economic impact that represents 20,000 times the VIAB's budget. (See Economic Impact Case Studies). Since the study's completion, these companies continue to contribute hundreds of millions of dollars annually to the Virginia economy.

I am very grateful to our Executive Director, Dov Hoch, in accomplishing these and other economic advantages for Virginia.

I would like to thank our Board members who provide a balanced presence throughout the Commonwealth and have contributed their time, contacts, and resources to advancing our mission.

Mel Chaskin  
*Chairman*  
Virginia Israel Advisory Board



## Executive Director's Message

It was an uplifting year in the realm of economic development, buoyed by several Israeli companies setting up operations in Virginia and smaller Israeli-VA. partnerships / joint ventures built in the Commonwealth. We also deepened and broadened commonwealth-wide partnerships with Virginia Tech and economic development teams, notably Arlington EDAs who traveled to Israel with a VEDP group to cultivate prospects and are supporting marketing National Landing in Israel as the place for tech firms to enter the U.S.

On the personal level, I most enjoyed developing a STEM learning-based program for Virginia students to be involved with an Israeli lunar mission which will include two the lunar landings in 2024.

In the coming year, I look forward to working with new board members who bring broad complement of experiences: Prof. A.J. Nolte from Regent University, who is associating his international development students with Israeli projects in Africa; Jack Kennedy, Wise Country Clerk, former state delegate and senator, driving space related collaborations and Dr. Charlette T. Woolridge, Greensville County Administrator, who traveled to Israel in a previous position for economic development.

**Dov Hoch**  
*Executive Director*

Virginia Israel Advisory Board



## Executive Summary

The Virginia Israel Advisory Board (VIAB) is an agency of the Commonwealth of Virginia (Office of the General Assembly) founded in 1996 that develops and enhances cultural, educational and economic interactions between Israel and Virginia.

**In the realm of economic development,** VIAB establishes and grows Israeli companies and partnerships in Virginia and facilitates Virginia companies sourcing innovative Israeli technologies. Our goal is to increase investment and expand the workforce in Virginia through activities aligned with Commonwealth policies.

**Strategy of Commonwealth-wide collaborations** We work in concert with the Virginia Economic Development Partnership (VEDP) at every level of the organization with prospects that have site specific requirements and are interested in state incentives. Separately we balance the projects-based approach with developing smaller scale R&D and commercial partnerships that birth new companies in Virginia or expand existing ones.

[CLICK FOR VIAB STRATEGY AND APPROACH](#)

**Economic Impact of \$5 billion and growing.** The Dragas Center for Economic Policy and Analysis at Old Dominion University analyzed four Israeli companies with their U.S. headquarters and core operations in the Commonwealth and found they have contributed more than \$5-billion to the GDP of Virginia, an economic impact that represents 20,000 times the VIAB's budget. (See [Economic Impact Case Studies](#)) Since the study's completion, these companies continue to contribute hundreds of millions of dollars annually to the Virginia economy.

[CLICK FOR ECONOMIC IMPACT CASE STUDIES](#)

## Israeli companies investing in Virginia over the past year

- UVision USA Corporation,** founded by an Israel defense-related unmanned systems company, committed to building its US fabrication and training center in Stafford County, which will employ 40 people. The \$2.2-million initial investment was announced in December 2021.

[CLICK FOR ACTIVITY WINS IN VIRGINIA](#)
- Starplast,** an Israeli company that makes utilitarian plastic items, is investing \$17-million in a Chesterfield facility to construct their second U.S. manufacturing plant that will employ 300. Virginia was chosen due to its port and Mid-Atlantic location for east coast distribution.

[CLICK FOR RELATED NEWS](#)
- Pure Salmon** continues erecting its plant in Tazewell/Russell Counties. A \$228-million investment, it will employ 200 workers. Please See The project has generated interest from other Israeli aqua-cultural and agricultural prospects considering Virginia for their operations.

[CLICK FOR RELATED NEWS](#)
- Israel's Over-SAT and Virginia's MIL-SAT** created a commercial venture in Virginia to bring to market their RIGEL Satcom, after investing \$2-million in joint R&D.

[CLICK FOR ACTIVITY WINS IN VIRGINIA](#)



**Virginia STEM students project-based learning with Israeli moon landing:** VIAB is developing a program for STEM students involving tech and space seminars with an Israeli company that will send its second spacecraft to the moon. The students will learn about the mission, send a digital payload to the lunar surface, and monitor an orbiter.

[CLICK FOR VIAB PROGRAMS](#)

**External Impacts on our Operations:** In the past year, economic development professional turnover has had a significant impact on our operations.

[CLICK FOR FACTORS IMPACTING OPERATIONS](#)

**Competition:** Israel is increasingly a priority for US states to target for investment. 35 states and regions (e.g., Dayton, Ohio and Fairfax, VA) have publicly funded economic development staff in Israel, including a close competitor, Maryland, and an announced intent of Washington D.C.

[CLICK FOR WHY ISRAEL IS A KEY COUNTRY FOR DIRECT FOREIGN INVESTMENT](#)

**National Landing leverages our marketing Virginia in Israel:** To target Israeli tech companies seeking to build operations in the U.S., we are branding National Landing as the place to enter and succeed in the U.S. “It’s a transformational \$12B smart city, in the heart of the US’s 3rd largest tech workforce and within walking distance from the White House”.

[CLICK FOR MARKETING IN ISRAEL](#)

We are leveraging the presence of Amazon’s east coast headquarters and innovation center (\$2.5-billion investment); the \$1-billion Virginia Tech Innovation Campus and its corporate partners (Boeing and Northrop Grumman) in growing the NOVA Tech ecosystem, to attract Israeli companies.

Until National Landing is fully built, we are working with the initial segments active there:

- Smart City / Smart Buildings / Construction Tech due to JBG-Smith investing \$2-billion, including installing dark fiber in the ground to owning spectrum in the air, as well as local edge computing.
- Smart Mobility – working with Virginia Tech’s Transportation Institute (VTTI)
- Defence – with increased concentration of corporate HQs in NOVA (Raytheon and Boeing)

**VEDP met with twenty companies in Israel:** The VEDP brought EDAs from Arlington and Mount Rogers Regional Partnership (southwest, including Bristol) to Israel in March to cultivate prospects. The VEDP is planning another delegation visit to Israel in 2023.

**VIAB Thomas Jefferson:** Commerce with All Nations Awards: VIAB acknowledges people and organizations that partner with us in an on-going manner. The award cites Thomas Jefferson’s: “Commerce with all Nations.”

This year’s recipients included Arlington EDA and Marian Marques, its acting deputy director, for supporting marketing to Israeli companies -including supporting our activities in included National Landing and meetings in Israel with the VEDP team that traveled there in March.

[CLICK FOR COMMERCE WITH ALL NATIONS AWARDS](#)





# The Virginia Israel Advisory Board (VIAB)

## VIAB - Who we are and what we do

The Virginia Israel Advisory Board (VIAB) is an agency of the Commonwealth of Virginia (Office of the General Assembly) established in 1996 that develops and enhances cultural, educational and economic interactions between Israel and Virginia.

In the realm of economic development, VIAB establishes and grows Israeli companies and partnerships in Virginia and facilitates Virginia companies to source innovative Israeli technologies. Our goal is to increase investment and expand the workforce in Virginia through activities aligned with Commonwealth-wide policies.

## Why Israel Is a Key Country To Target for Direct Foreign Investment Into the US

This year at the Department of Commerce’s annual event called Select USA, which invites every state to meet and attracts foreign companies, the Israel delegation was the third largest behind India, which is 150 times larger than Israel. Israel, after Canada, is the foreign country with the most companies listed on NASDAQ. A small home market that is quickly saturated, the type of capital companies raise and cultural commonalities are drivers for Israeli companies to explore and move to the U.S. at relatively early stages.

Thirty-five US states and regions (e.g. Dayton, Ohio and Fairfax Va.) have publicly funded economic development staff in Israel. These include our closest competitors: Maryland and an announced intent of Washington D.C.

Further, Israel’s tech prowess (built by government supported programs) provides the largest (per capita) number of workers in R&D and the largest (per capita) spending on R&D. Coupled with the largest (per capita) venture capital investments, this creates fully funded, product ready companies seeking a large market of early adopters of their technology.

These drivers render it very competitive to attract Israeli companies. Thirty-five US states and regions (e.g. Dayton, Ohio and Fairfax Va.) have publicly funded economic development staff in Israel. These include our closest competitors: Maryland and an announced intent of Washington D.C.



## Economic Impact - Case Studies

The Dragas Center for Economic Policy and Analysis at Old Dominion University analyzed four Israeli companies with U.S. headquarters in Virginia and their core operations in the Commonwealth and found they have contributed **\$6.5 billion to the GDP of Virginia**. That's an economic impact of 20,000 times VIAB's budget. ([See Economic Impact Case Studies](#)) Since the study's completion, these firms continue to contribute hundreds of millions of dollars annually to the state economy.

**Energix** builds and operates solar energy farms throughout Virginia, which are aligned with the Commonwealth's policy on renewable energy adoption. Energix also built its U.S. headquarters in Arlington.

**Zim Shipping Lines** has its U.S. headquarters in Norfolk and significant shipping operations in and around the port.

**Sabra** is an Israeli global food conglomerate, which after its establishment in Colonial Heights, entered into a joint venture with Pepsi Cola.

COMPANY	IMPACT	X VIAB BUDGET	YEARS ANALYSED / OF YEARS IN VA.	DESCRIPTION
ZIM SHIPPING	\$918,000,000	X4,000	11 / 21	ONLY MEASURES 50% OF THE YEARS IN VA
ORAN SAFTY GLASS	\$400,000,000	X2,000	11 / 20	MANUFATURIUNG AND US SALES OFFICE
ENERGIX	\$35,000,000	X150	2 / 4	ALIGNED WITH VA RENEWABLE ENERGY POLICY
SABRA DIPPING	\$5,200,000,000	X26,000	Analysed 2010-2020	SIGNIFICANT ONGOING CONTRIBUTION
	<b>\$6,553,000,000</b>	<b>X32,150</b>		

ECONOMIC IMPACT ANALYSES OF THE VIRGINIA ISRAEL ADVISORY BOARD

**COMPANY CASE STUDY**

ZIM INTEGRATED SHIPPING SERVICES LTD.

**\$900 Million**  
Contribution To The Virginia Economy

**2001-2008**  
Contribution not accounted for in Report

**4000 X**  
VIAB's 2019 Budget

**200 X**  
VIAB's Budget Since Inception

10 Year Economic Impact of Zim Shipping on the Commonwealth of Virginia (2009 – 2019)

### Company Case Study: ZIM Integrated Shipping Services Ltd.

ZIM Integrated Shipping Services Ltd. (NYSE ZIM) is a container shipment carrier with its U.S. headquarters in Norfolk since 2001. The company's economic impact on the Commonwealth was \$918 million during the period 2009 – 2019 (the period measures only half of the time the company was contributing to Virginia Economy). The contribution represents 4000 times the VIAB's annual budget.

EXECUTIVE SUMMARY

CASE STUDY

Cumulative Economic Impact of Oran Safety Glass Operations in the Commonwealth of Virginia

Year	Impact
2009	\$26.7
2010	\$61.0
2011	\$95.8
2012	\$130.5
2013	\$165.3
2014	\$199.5
2015	\$233.0
2016	\$266.9
2017	\$307.9
2018	\$341.7
2019	\$400.0

Governor McAuliffe Touring Oran Safety Glass plant with David Yegor - OSC (2017)

### Company Case Study: Oran Safety Glass

Oran Safety Glass (OSG) is a company based in Emporia, Virginia that manufactures safety glass. It is estimated that the company had an economic impact of around \$400 million in Virginia from 2009 to 2019. The company also had a positive impact on employment in Virginia, with the number of jobs it created climbing from 107 in 2009 to 239 in 2019.

EXECUTIVE SUMMARY

CASE STUDY



## Strategy and Approach

We work in concert with the Virginia Economic Development Partnership (VEDP) on prospects that have site specific requirements and are interested in offering state incentives. Separately we balance the projects-based approach with developing smaller scale R&D and commercial partnerships that birth new companies in Virginia or expand existing ones.

### STRATEGY

In Israel: we develop institutional awareness and mindsets that promote Virginia to companies interested in building U.S. operations. In Virginia: we promote the value of Israeli innovation to Virginia concerns and VIAB as a strong partner to bring projects to fruition.

We leverage strong synergies between Israel and Virginia and associate Virginia and Israeli institutions and private sector ecosystems to build lasting partnerships in these segments:

- **Defense and Homeland Security** with the Israeli MOD and defense concentration in NOVA
- **Smart Mobility** via the Virginia Tech Transportation Institute
- **Smart City** in the context of National Landing
- **Agriculture** with Virginia Tech and southwest Virginia communities
- **Cyber Security** with NOVA EDA's

### APPROACH

**Director Foreign Investment Approach** - balance projects and partnerships including R&D

**Management Approach** – lean budgets and staff that leverage partners in Israel and Virginia to render a multiplier of our resources.

**Operational Approach** – VIAB conceptualizes and catalyzes projects and programs (e.g. [Pure Salmon](#)), then engages Israeli institutions to promote them to prospects (e.g. [IMOD Delegation to VA.](#)) and works with Virginia partners to bring them to fruition (VEDP; VIPA Virginia Manufacturers Association; Virginia Tech; Regional and County EDA's)



# Israeli Companies Building Operations in Virginia This Year

## UVision USA Corporation



Founded by an Israel defense-related unmanned systems company, committed to building its US fabrication and training center in Stafford County, which will employ 40 people. The \$2.2m initial investment was announced in December 2021.

## Starplast

Israeli company that makes utilitarian plastic items, is investing \$17-million in Chesterfield County where they will build their second U.S. manufacturing plant, employing 300. Virginia was chosen because of its port and Mid-Atlantic location for east coast distribution.

[LEARN MORE](#)



Starplast CEO Danny Schwartz with VIAB's Dov Hoch. Starplast's \$17-million investment in Chesterfield will create 300 jobs.

## Pure Salmon

Continuing to grow its facility in Tazewell/Russell counties. The \$228-million investment will create 200 positions. See <https://cardinalnews.org/2021/10/28/a-project-of-faith-takes-shape-in-the-coalfields/> The project has generated interest from other Israeli aqua-cultural and agricultural related prospects considering Virginia for their operations.

Background: In 2012, the VIAB brought Joe Marcy, Virginia Tech's head of the Department of Food Science and Technology, to Israel to assess prospective technologies for aquacultural projects in Southwest Virginia. Virginia Tech Associate Professor David Kuhn later worked with VIAB in Israel and brought a senior manager from Aquamaof, the Israeli company whose RAS technology is the backbone of the venture, to Virginia Tech in Blacksburg for a year to work on the project. Kuhn continues his involvement today, leveraging the venture to develop water treatment training programs at a community college whose graduates will also qualify to work on public water systems.



[LEARN MORE](#)



## Israeli-Virginia joint venture established after funding by US-Israel Bi-National Research and Development - BIRD Foundation.

A year after investing \$2-million in R&D, Israel's Over-SAT and Virginia-based MIL-SAT created a commercial venture in Virginia to bring to market their RIGEL Satcom Terminal.

VIAB works closely with the US-Israel Bi-National Research and Development - BIRD Foundation to pair Virginia companies with Israeli concerns seeking U.S. partners to receive non-dilutive matching funding.

[Last year, two Virginia companies received \\$1m awards. In addition, Virginia Tech's partnership with Israeli Waves Audio received BIRD funding.](#)

Don Richardson is the director at Cassiopeia Space Systems Inc., a joint venture between Israel's Over-SAT and Virginia-based MIL-SAT. CSS, based in Wakefield, developed the RIGEL Satcom Terminal.

## Programs

### Virginia students STEM project-based learning with Israeli Moon Landing

VIAB is developing a program for STEM students involving tech and space seminars with an Israeli company that is preparing for a second mission to the moon. The students will learn about the project, send a digital payload to the moon, and then monitor a lunar orbiter.

[SpaceIL](#) is a private Israeli space venture that has propelled Israel into the club of four countries that have landed craft on the moon. Its second, a \$100-million privately funded and managed mission called Beresheet 2 (Beresheet is the Hebrew for Genesis), is slated to launch in 2024.



Dov Hoch with SpaceIL's lunar lander (left) and Orbiter (right). The VIAB is developing a program for Virginia students to be involved with an Israeli lunar landing.



## External Innovation – Virginia Companies Access Israeli Innovation Through Various Models

[Virginia companies can access Israeli innovative technologies](#) to gain competitive advantages, shorten R&D cycles and lower costs.

Israel has the highest number of people (per capita) working in R&D and the highest venture capital investment levels per capita in the world. These factors create a pool of hundreds of early-stage, innovative Israeli companies seeking to enter the U.S. market, and they are ripe to partner with mature Virginia businesses.

To access Israeli innovation, many leading U.S. companies built substantial R&D centers and business accelerators in Israel (e.g. Google, Apple, Motorola, Coca Cola, Microsoft). Intel recently committed investing \$11-billion more in their Israel plant, and Warren Buffett’s first acquisition outside the U.S. was an Israeli company.

**McLean-based Mars Inc.** formed a partnership with a Jerusalem-based venture capital fund to support companies seeking solutions to world-wide food, agriculture and nutrition challenges.

**Altria Group, Inc.**, a subsidiary of Nu Mark LLC, acquired the e-vaping business of Israeli Green Smoke, Inc. when it entered the US market.

VA COMPANY	ISRAEL PARTNER	PARTNERSHIP TYPE	SECTOR	DESCRIPTION
<b>MARS CO</b>	<b>JVP</b>	TECHNOLOGY ACCESS	FOOD	SOURCING TECH WITH ISRAEL VC
<b>ALTRIA</b>	<b>GREEN SMOKE INC</b>	ACQUISITION	VAPING	\$110M VIA NU MARK LLC
<b>CARILLON CLINIC</b>	<b>ALIVE VC</b>	INVESTMENT	HEALTHCARE	ACCESS ISRAEL HEALTHCARE COMPANIES
<b>VA BIO+TECH PARK</b>	<b>CUPRON</b>	INVESTMENT AND R&D	LIFE SCIENCE	SEVERAL NEW COMPANIES IN VA (EOS LICENCE)
<b>CAPITAL ONE</b>	<b>MULTIPLE</b>	INVESTMENT & PARTNERSHIPS	FINANCIAL	RISKIFIED, SOURCE DEFENCE, LIGHTICO

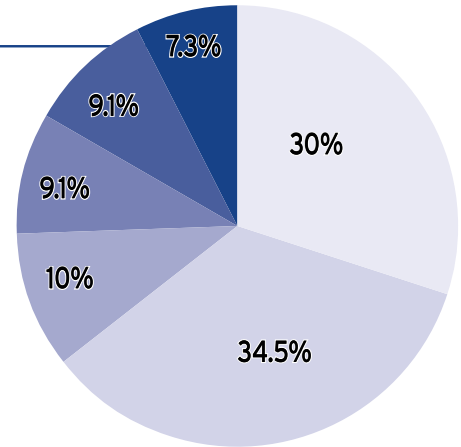
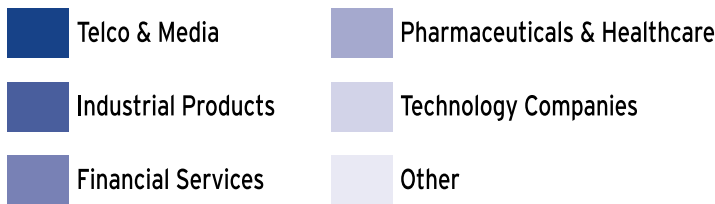


# PwC Israel research report on the “The State of Innovation”. Explored how and why Multinational Corporates innovate in the Israeli ecosystem

## Who is innovating in Israel?

**500+**

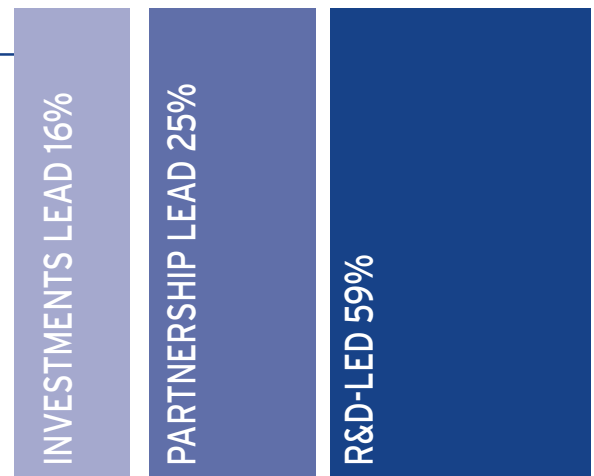
MNCs - in a range of sectors - are operating in Israel and have innovation related activities



## How are MNC's innovating in Israel?

### Open Innovation Models

are the preferred model to initially interact with the startup ecosystem



## Why are MNC's innovating in Israel?

**77%**

Of MNCs are innovating in Israel to develop core capabilities - yet many other benefits are also seen.....

**89%** ...and other unexpected benefits too

of MNCs looking for enhanced core capabilities through open innovation

ECOSYSTEM OPENNESS

CHALLENGE MINDSET



## Marketing in Israel



JBG Smith's National Landing Smart City Demo Room

JBG Smith Smart City Planner (left) Israeli Embassy Economic Attaché (third from left) Acting Deputy Director Arlington EDA Marian Marques (second from right) Marian also traveled to Israel with VEDP

### Branding National Landing as the place for Israeli tech to launch US operations.

To target Israeli tech companies seeking to locate operations in the U.S., we are branding National Landing as the place to enter and succeed in America. "It's a transformational \$12B smart city, in the heart of the nations 3rd largest tech workforce and within walking distance from the White House."

We are leveraging the presence of Amazon's east coast headquarters and Innovation Center (\$2.5-billion investment); the \$1-billion Virginia Tech Tech Innovation Campus and its corporate partners (Boeing and Northrop Grumman) in growing the NOVA Tech ecosystem, to attract Israeli companies.

Until National Landing is fully built, we are working with the initial segments active there:

- **Smart City / Smart Buildings / Construction Tech, due to JBG-Smith investing \$2-billion, including installing dark fiber in the ground to owning spectrum in the air, as well as, local edge computing.**
- **Smart Mobility – working with Virginia Tech's Transportation Institute (VTTI)**
- **Defence – with increased concentration of corporate HQs in NOVA (Raytheon and Boeing)**

VDEP met with 20 companies in Israel

The Virginia Economic Development Partnership brought EDAs from Arlington and Mount Rogers Regional Partnership (Southwest including Bristol) to Israel in March to cultivate prospects. The VEDP is planning to another delegation visit to Israel next year.

Fairfax County EDA visited Israel several times during the past year and is planning an event there with the VIAB to target Smart Cities and Smart Mobility companies.

Space Tech meetings in Israel - Jack Kennedy, Wise County Clerk of Court, former Virginia state delegate and senator and avid space enthusiast, made a week-long personal trip to Israel where he met with leading government and private concerns. Kennedy was subsequently appointed to the VIAB Board of Directors.



Jack Kennedy, Wise County Clerk of Court, former Virginia state delegate and senator and avid space enthusiast with Dov Hoch in Israel





## Factors Impacting our Operations and Activities

### Economic Development professional's turnover and churn throughout the Commonwealth.

The most significant impact on our operations has been changes in economic development staff, many of whom depart to other opportunities, likely due to the buoyant job market. Although new staffers are eager to cultivate relationships with VIAB, it is time consuming.

### Factors Impacting our activities

- **Raytheon Technologies Corp. and Boeing** moved their HQs to Virginia, further distinguishing NOVA as a prime U.S. location for Israel defense related concerns.
- **National Landing build-out** has jump-started our activities in Smart City technologies (working with JBG Smith) and Smart Mobility (with VTECH)
- **U.S.-Israel Strategic High-Level Dialogue on Technology**, signed by President Biden and Prime Minister Lapid, fostered partnerships on critical and emerging technologies.
- Maryland's state-funded Israel development arm significantly outspends and out staffs Virginia, both in-state and in Israel.

### Budget items that enhanced the infrastructure we need:

- \$159-million over two years for the Virginia Business Ready Sites Program
- \$5-million in FY 2023 for Frederick County aerospace and unmanned systems
- \$66.7-million biennium allocation for Virginia's biotechnology, life science, and pharmaceutical manufacturing cluster
- \$33-million biennium workforce development programming



## VIAB Thomas Jefferson: Commerce with All Nations Awards

The Virginia Israel Advisory Board acknowledges people and organizations who partner with VIAB. The award ceremonially cites Thomas Jefferson's: "Commerce with all Nations"

This year's recipients included a broad range of Commonwealth-wide institutions.

1. **Arlington EDA and Marian Marques, Acting Deputy Arlington EDA**, for supporting marketing to Israeli companies. National Landing and meetings in Israel with VEDP team.
2. **Dr. Eliad Peretz, NASA Goddard Space Flight Center**, for supporting our space related activities.
3. **Jack Kennedy, Wise County Clerk**, former Virginia state delegate and senator and avid space enthusiast, who made a week-long personal trip to Israel and met with leading government and private space related concerns. Jack was later appointed to the Board of VIAB and facilitated interactions throughout the commonwealth.

VIAB also acknowledged last year's recipient **Dr. Dave Kuhn, Associate Professor Food Science and Technology at Virginia Tech**, who continues to support ventures across Virginia.



## Focus Areas and Activities for next year

### In the coming year, we will focus on:

- Marketing in Israel and facilitating new prospects with our Commonwealth-wide partners including a second week-long trip to Israel with the VEDP
- Explore building: (i) business accelerators in Virginia backed by Israeli companies that will coach early stage companies from ideation to product and (ii) Segment specific hubs (e.g. [Jerusalem Venture Partners' Cyber and Climate hubs in NYC](#)).
- Conduct events in Smart City / Smart Mobility in Israel and private sector Space Tech in National Landing
- Bring together enabling organizations from Virginia and Israel i.e. connect-the-connectors e.g. The US-Israel Bi-National Research and Development (BIRD Foundation) with Virginia companies seeking R&D funding with innovative Israel partners.
- Sister Cities – Pair Virginia and Israeli cities and communities together through formal sister cities programs
- STEM project-based learning with the Israel Lunar mission – planning
- Deepen and broaden working relationships with the new administration and a large cadre of new board members installed at the start of the fiscal year.

