

COMMISSION LEADERSHIP

WHY NEW JERSEY AND ISRAEL?

THE COMMISSION'S MANDATE

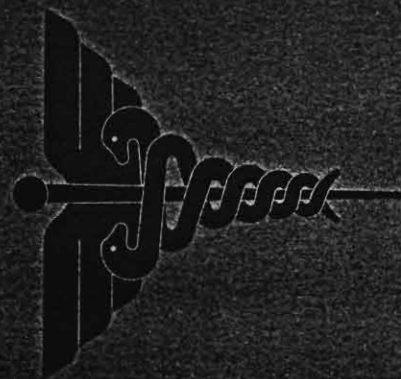
CREATION OF THE NEW JERSEY-ISRAEL COMMISSION

EXECUTIVE SUMMARY

974.90

I 4 2

1989d c.1



New Jersey - Israel
Commission

The newly created New Jersey-Israel Commission is charged with establishing a broad exchange of trade, education and culture in the development of a mutually beneficial sister-state relationship between New Jersey and Israel.

Exchanges will occur in a wide variety of areas of mutual interest, including pharmaceuticals, telecommunications, food manufacturing and distribution, medical research, human services, education and cultural programs. In particular, the Commission will examine opportunities for special advantages in capital investment and joint ventures to mutually benefit the New Jersey and Israel business communities.

New Jersey and Israel share a strong tradition of high technology research and development, achieving great technological advances in such areas as medicine, electronics and biomedical research. An exchange of the latest information in these fields can benefit both states.

The Free Trade Agreement between the United States and Israel offers New Jersey businesses a substantial economic advantage in the exchange of products and services. Moreover, Israel's Free Trade Agreement with the European Economic Community provides duty-free access to Europe for New Jersey businesses that use Israel as a manufacturing or assembly base.

Chaired by two respected New Jersey leaders, Joan Bildner, president of S.M.E. Management Company, and Alvin Rockoff, a partner in Rockoff-Bear Associates, the Commission comprises 100 distinguished leaders with demonstrated achievement in business, medicine, law, education, science and the arts. Membership also includes elected officials, State Cabinet officers from the Departments of Commerce, Transportation, Agriculture, Higher Education, Education and State, along with representation from counterpart Israeli ministries.

The Commission works jointly with the New Jersey Division of International Trade, Office of Sister State Relations. Committees working in specialized areas carry out the Commission's objectives through creative programming and exchanges. The Commission's efforts will culminate in a leadership mission to Israel, endorsed by the Governor, to cement the bond of mutual friendship and cooperation between the two governments. This mission offers an opportunity to visit with businesses and agencies involved in Commission programs and to enhance personal relationships developed over the year.

974.90

I 42

1989d

c.1

On May 31, 1989, Governor Thomas Kean signed the Executive Order creating the New Jersey-Israel Commission linking the two states in a cooperative and comprehensive program of reciprocal benefits. The Governor named as co-chairpersons Joan Bildner, president of S.M.E. Management Company, and Alvin Rockoff, a partner in Rockoff-Bear Associates. Both individuals are respected throughout the New Jersey business community for their leadership and dedication to service.

Since the beginning of his administration, Governor Kean has made a strong commitment to enhancing New Jersey's role and influence in the world community. The Governor has described the Commission as "a symbol of the vast potential that exists between our two states." Through the Commission, which will function for two years, New Jersey will forge new friendships and cooperative economic relationships with Israel based upon a better understanding of our mutual concerns and interests. These efforts will advance a commitment to prosperity through trade, research and product development and enrich our cultural and educational heritage.

Over the past four years, bilateral agreements have evolved to develop special relations between 13 states and the government of Israel.

- The Texas/Israel Exchange, the oldest of these programs, has adapted Israeli arid cultivation techniques to certain parts of Texas, and includes a Texas A&M University faculty exchange.
- The Massachusetts/Israel Exchange has hired a liaison in Israel to help match trade and investment ventures.
- The Virginia/Israel Commission, with one of the most extensive exchanges, has explored agricultural productivity, participated in an international high-tech trade show in Tel Aviv and shared the latest advances in medical and dental research.

The New Jersey-Israel Commission will build on the experience and successes of these earlier exchanges to achieve its own objectives.

The New Jersey-Israel Commission is charged with expanding the interaction between New Jersey and Israel in a number of substantive areas, such as commerce and economic development, agriculture, education, high technology, scientific and medical research, transportation, human services, public safety, culture and the arts in order to promote the mutual benefit and prosperity of both states.

The Commission and its goals have received the broad-based support of numerous members of the New Jersey Legislature, state business and professional leaders and the Jewish community.

The Commission works jointly with the New Jersey Division of International Trade, Office of Sister State Relations. Through this Office New Jersey actively develops sister-state relationships that promote economic, educational and cultural exchanges with people of other nations. This Office facilitates international joint ventures, technical exchanges and expansion of investment.

The Division has established sister-state relations with South Korea, Zhejiang Province in China and now Israel, aggressively promoting the state through many diverse programs. The Division assists New Jersey firms in exporting their products and services to markets around the world while also promoting foreign investment and joint venture activity in the State.

Exchanges with Israel will focus on areas of mutual interest including high technology in pharmaceuticals, telecommunications and medical research, food manufacturing and distribution, human services and cultural programs in art, music and dance. The exchanges developed through the Commission will provide a blueprint for international cooperation that is vital to New Jersey's international role in the world and critical to our economic and social well-being.

New Jersey has long recognized the importance of international trade and foreign investment to its economic health. Governor Kean has noted that the state is committed to promoting international trade to meet the new and unique challenges of the 1990's marketplace. Through the Commission, New Jersey will explore opportunities offering special economic advantages in capital investments and joint ventures originating from the Free Trade Agreement signed between the United States and Israel. As a result of this agreement and strengths shared by New Jersey and Israel, new opportunities for employment, trade and investment will be created to enhance the New Jersey business community.

- The flow of products and services between Israel and the United States is 80% duty-free with the remaining duties to be eliminated by 1995.
- Israel also enjoys a Free Trade Agreement with the European Economic Community that affords duty-free access to Europe for New Jersey products using Israel as a manufacturing or assembly base.
- Israel's strong commitment to research and development complements New Jersey's strength in high technology. New Jersey companies can conduct research and development in Israel and are eligible for 50% grants to offset their costs.
- New Jersey and Israel share a highly skilled and motivated work force, as well as sophisticated academic and medical infrastructures.
- The economies of both New Jersey and Israel rely on human resources, technology and education rather than on natural resources.

The New Jersey-Israel Commission consists of 100 distinguished New Jersey leaders appointed by the Governor — individuals with demonstrated achievement in business, medicine, law, education, science and the arts.

To support its unique breadth of activity, the Commission encompasses a wide diversity of people from the public and private sectors. Commission members, appointed from the highest levels of state leadership, include business executives, industrialists, lawyers, legislators, scientists, educators, artists and religious leaders selected on the basis of both their expertise and their dedicated leadership in community service. Membership also includes State Cabinet officers whose departments share specialized and mutual interests with Israeli ministries.

Commission leadership is divided into working committees, each representing a particular field of specialization and co-chaired by a Cabinet officer and another member of the Commission. The Commission's objectives will be implemented through individual Memoranda of Understanding adopted by New Jersey departments and their Israeli counterparts. These memoranda provide a mechanism for developing a long-term relationship between government agencies in New Jersey and Israel predicated upon mutual interests.

The New Jersey-Israel Commission is co-chaired by Joan Bildner and Alvin Rockoff. Joan Bildner, of Short Hills, previously a corporate officer of Kings Supermarkets, is president of S.M.E. Management Company. She is a past president of the Theresa Grotta Rehabilitation Center and currently serves on its Board of Trustees. She is a member of the Board of the United Jewish Federation of MetroWest and a founding member of the New Jersey Society to Prevent Blindness.

Mrs. Bildner serves on the Advisory Board of Public Service Electric & Gas Co. and is a member of the Board of Directors of the Paper Mill Playhouse and the Waterloo Board. She and her husband Allen are the recipients of the American Heritage Award presented by the Institute for Human Relations, American Jewish Committee.

Alvin Rockoff, North Brunswick, is a partner in Rockoff-Bear Associates. He is a past chairman of the Rutgers Board of Trustees and currently serves on its Board of Governors and is a trustee of the Rutgers Foundation. He is a past chairman of the Anti-Defamation League of New Jersey and served as president of the Middlesex Jewish Federation.

Mr. Rockoff serves as a trustee of the St. Peter Medical Center and as a director of the New Brunswick Development Corp. He is a member of the U.S. Civil Rights Commission of New Jersey. He has long been active in the national campaigns of the United Jewish Appeal and Israel Bonds.

The New Jersey-Israel Commission will plan a leadership mission to Israel as the culmination of its efforts. This significant mission, endorsed by the Governor of New Jersey, will symbolize the mutual friendship and cooperation between the two governments.

The mission offers an opportunity to experience first-hand the realities of Israel, to visit businesses and agencies involved in Commission programs, and to foster and enhance, through personal relationships, those ties developed over the course of the year.

Through meetings and seminars with the appropriate companies and agencies, participants will be able to explore opportunities in secondary business contracts, joint venturing and research. With able professional assistance, businesses can take full advantage of the benefits of the Free Trade Agreement. Additionally, the Commission will participate in educational, cultural and social service exchange programs.