

Gov. Walker: To lead trade mission to Israel this fall

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Madison, Wisconsin – Governor Scott Walker today announced he is leading a trade mission to Israel from October 27 to November 3 and encouraged state companies interested in reaching new overseas markets to join him on the trip.

“Israel has one of the fastest-growing economies in the world; one with an emphasis on technology and innovation,” Governor Walker said. “This is a great opportunity for Wisconsin tech companies to make new connections and forge potential partnerships.”

During the mission, company executives will engage in targeted, one-on-one meetings with potential business partners coordinated by the Wisconsin Economic Development Corporation’s (WEDC) partners in Israel. Governor Walker and WEDC leaders will participate in meetings with companies in Tel Aviv to discuss expansion or investment opportunities in Wisconsin. The governor also will meet with government officials and leaders in the tech and water technology sectors.

“Not only will this mission provide Wisconsin companies with the opportunity to grow their international business, but it will allow us to encourage Israeli companies to consider establishing or expanding operations in our state,” said Governor Walker. “The recent decisions by Haribo and Foxconn to grow in Wisconsin are evidence that we are in the global spotlight like never before. I look forward to building upon that momentum by urging Israeli companies to take a close look at investing in Wisconsin.”

While the trade mission is open to all Wisconsin companies, the tech sector offers significant opportunities for U.S.-Israel commercial partnerships, specifically in information and communications technologies, safety and security equipment and services, renewable energy, defense equipment, and biotechnology.

In addition to the customized meetings, each business participant in the trade mission will receive an Israel market assessment specific to their company that details considerations to keep in mind when introducing a product or service into these markets. WEDC's international team will arrange all appointments in advance, so companies can focus on their business rather than logistics and scheduling.

The program will be based in Tel Aviv—Israel's largest metro area, with a population of 3.8 million—with the potential for meetings in other cities as business opportunities may warrant. For more information, visit www.inwisconsin.com/israel17.

The trade mission will be the Governor Walker's second one this fall. On September 8 to 16, the governor will lead a delegation that includes WEDC Secretary and CEO Mark Hogan and executives from eight Wisconsin companies on a mission to Japan and South Korea.

WEDC will host four additional international trips in 2018: Mexico, January 27-February 3; Canada, March 18-23; China, April 13-25; and Germany, June 23-30. For information on those trips, visit www.inwisconsin.com/export/goglobal.

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