



The Government of Israel
Economic Office, Houston



Israel Trade Mission to Texas April 9-11, 2008

The Texas-Israel Chamber of Commerce, The Government of Israel Economic Office in Houston, The Israel-Texas Science and Education Foundation, The Israel-U.S. Binational Industrial Research and Development Foundation (BIRD), and the Israel Venture Association, with the support of the Israel-America Chamber of Commerce and the Israel Export and International Cooperation Institute, organized an Israel Trade Mission to Austin and Dallas, Texas from April 9-11, 2008. The Israeli delegation was headed by Dr. Orna Berry, Chairperson of the [Israel Venture Association](#) and Venture Partner with [Gemini Israel Funds](#) and Dr. Eitan Yudilevich, Executive Director of the [BIRD Foundation](#). Representatives from five leading Israeli high technology companies participated in the trade mission along with representatives from prominent Israeli venture capital firms. Zvi Chalamish, CFO for the [Government of Israel – Ministry of Finance](#), and Tamar Guy, Executive Director, [Israel-America Chamber of Commerce](#), were also members of the trade mission.

The goal of the Trade Mission was to establish relationships between companies in Texas and Israel, and expose them to the tremendous business opportunities that exist in these two markets. The Israeli delegation spent their day in Austin meeting with

senior level executives at the offices of Dell, AT&T Labs, IBM, and representatives from The University of Texas at Austin and The Austin Technology Incubator. The Dallas itinerary included visits to Texas Instruments, STARTech Early Ventures (among the companies represented at this session were EMC, Sevin Rosen Funds, and Lynntech), and TXP Corporation. The Trade Mission also provided a framework to assist Israeli companies in opening an office in Texas.