



VIRGINIA ISRAEL ADVISORY BOARD

COMMONWEALTH OF VIRGINIA
OFFICE OF THE GENERAL ASSEMBLY

Office of the General Assembly

Minutes of Board of Directors' Meeting
March 26, 2019 10:00 AM, House Room 1, Richmond, Virginia

Attended in Person: Bob Budoff, Mel Chaskin, Andrea Eichelbaum, Don Ferguson, Aviva Frye, Dov Hoch, Jay Myerson, Nathan Shor, Steven Skaist

Attended Via Conference Call: Jeff Brooke, Michael Gillette, Eitan Stern, Julie Strauss, David Tenzer

1. Chairman Chaskin Called the meeting to order. Next meetings are July & November. Please note, Board Members are expected to attend meetings. Minutes from Novembers' meeting. No corrections. VIAB will post them for public access as presented.
2. Updated Board on administrative items: Andrea joined us; from Virginia Beach. We have a lot of support in Norfolk/Tidewater area, especially from the Jewish community and the business community, specifically the maritime. We also met with the Mayor of Virginia Beach; key personnel in the Mayor's office in Norfolk and most of the Economic Development units in Hampton Roads
3. Military Programs: Referenced graph. Almost a Billion dollars of U.S. military aid to Israel under the Off-Shore Procurement program which was used to contract with Israeli companies in Israel is migrating to fall under a buy America Clause which means, there is a billion dollars of U.S. funded contracts in Israel that need to migrate to the U.S. Very involved with Israeli Ministry of Defense and the Israeli Manufacturers Association and the Virginia Manufacturer's Association in programs to bring Israeli companies to Virginia and partner with Virginia companies to produce the same products in Virginia.
4. 9:15 issues with phone. Count off to see who was on the phone. Caught them up on what was being discussed.
5. Thanked Julie Strauss for her assistance in helping to launch the Military program in

Northern Virginia. Referenced slide. VIAB is having an event in Northern Virginia this week where the President of the Israel Manufacturing Association and the President of the Virginia Manufacturing Association will sign an MOU.

6. Very import Virginia based state funded company GenEdge, a state funded management consulting company, consulting Virginia manufacturers in processes, as well as, in optimizing strategies. This is a great partner for us as they have 160 to 170 Virginia manufacturing clients a year. Their Virginia client can make partnerships with Israeli concerns and under a JV model the Virginia entity/NEWco Virginia could sell in the U.S. and export to Israel. That could lead to an exponential growth in military sales and defense contracting here in the U.S. The Governor made overture to Israeli ministry of defense to partner and develop govt to govt relationships that will enable these business interactions.
7. We are building an online partnering platform where Virginia and Israeli companies can express interest and can see each other's level of offerings. It then allows them to interface with either us or on their own with each other. This is an ongoing effort, allows the chance for more partnership opportunities to develop.
8. Oran Safety Glass doubled their capacity in 10 years, two times, and expanded from military to transportation; Train manufacturers use the glass. Governor McAuliffe gave them a grant to stay in Virginia. Have funding and have saturated the Israeli market.
9. Drivers for Israeli companies to look at Virginia are two main events: VEDP in bringing Amazon here highlights Virginia in a different dimension as Virginia has the 3rd largest concentration of tech jobs in the U.S. and that is very telling to Israeli companies. The second driver is United Airlines introducing the first direct flight from Dulles to Israel. United flies 3 direct flights from Israel to the U.S.: San Francisco – Silicon Valley, Newark – Finance, and now Virginia. Virginia is a player in the U.S. market. [Chairman: We have been heavily involved for 15 years to get a direct flight here. We have been told by other areas the direct flight has added, over 5-10 years, 300 million dollars of businesses in that area. So, we see the potential of doing this.]
10. Building a CRM system to capture the relationships. Site has partnering platform where they can communicate to seeking partners which serves them. It is also a secured site, against bots and human indiscretions.
11. Board Member Julie Strauss: How do you envision Board Members promote this platform? How will people/entities know to go here? – We have an email we will send out that explains it. It is easy we are looking for the Board Members to bring extreme levels of added value at low level of effort.
12. Nathan Shor asked: Who is building the site and where are the funds coming from? How much of our funds are we spending? – Dov Hoch: To date about \$4,500, which is about 25% of what we'd pay others.

13. Board Member asked: Do we have any issues with procurement that we have to go through, now that we are a State agency, in selecting these vendors? – No, we have an option that we can use after we look at what the State has to offer. But we are within our budget.
14. Board Member asked: Does the Board ever see the budget broken down? – Yes, that is available. We get a report monthly, so we can start to provide more updates.
15. Nathan Shor asked: What specifically does the Board need to do for VIAB to get Israeli companies here in Virginia for each of the pipeline of projects. – Immediately; help us build relationships with Dominion for an interest in Natural Energy.
16. Project Ballistic: In Virginia already, need a piece of real estate to expand development into Virginia Beach. Totally unique and the Army wants this.
17. Discussion about Real Estate.
18. Board Member Julie Strauss: Maybe the proactive thing to do is reach out to Dov Hoch and let him know that this is what I can do and how I can help.
19. Board Member Jay Myerson: Growing pain period. We should all define how we can best be used.
20. Energix Major Real Estate company in Israel that has a public company on the Tel Aviv stock exchange called Energix which is a major renewable energy producer in Europe. They are building solar energy fields throughout Virginia, in 4 different counties. Total investment reaching 80-100 million dollars. Partnered with a firm based in Arlington; rolling out essentially real-estate projects building 600-700 acres of solar farms. They are building U.S. headquarters in Richmond. Major project leader is moving here with his family. Referred him to HR people, helped with connecting with the local municipalities, connected with an attorney that speaks Hebrew, and also helping to find his wife, who is a CPA, a job as well. Launched 4 out of 5 projects so far.
21. Project Recycle: Actively considering building U.S. headquarters in the Richmond area. They take 95% of municipal garbage and turn it into a new material that is made up of organic and inorganic material and has established characteristics. Can be mixed with plastic or used to make building blocks; hugely transformational. This could eliminate garbage dumps. Investment for their real estate could be north of \$30 million, just in their first footprint. First facility will be able to handle the garbage of 500,000 people and terminate trucking to landfills. Will eliminate landfills.
22. Company in Israel that has a gas tank with self-healing rubber. Process is patented, but very low-tech process. Actively working with; looking for either a Virginia partner or have them move here.

23. Salted Fish: Captive growth aquatic, sealed environment. Showed them a fish farm on eastern shore that is available. However, they are looking to leverage an incredible amount of state money.
24. Project Tire: Working on for about 6 years and is probably dead. They refurbish used tires. As recent as a year ago put a down payment on building in Danville. They were going to use the economic development zones in Danville, raise money, make a fund. As of last quarter, they are not going forward on this plant. They licensed their technology to a South Korean firm.
25. Projects: 2 out of the 7 projects. Building Richmond Headquarters. Investing in the next 18 months 500 times our budget. This is the first wave of what they're doing in the U.S. and potentially Virginia.
26. Board involvement: Be a VIAB ambassador. Informal conversations at events that we are invited to. We will share these events with Board Members to ensure VIAB can be represented at as many functions as possible.
27. Invited everyone to lunch. Board member brought up that the November meeting is the week of Thanksgiving. Meeting has been moved up one week to November 19, 2019. Discussed upcoming events. Also discussed that the Board Members would like more information in between meetings so they know how to help. Want to make sure that all the Board Members skills are being used to aid from the development stage and on. Board Member said: Come to the meetings so we can get to know each other and work better together and communicate better together.
28. Meeting was adjourned at 11:30 am.

Next board meetings are July 23, 2019 & November 19, 2019.