

A message from the Governor of the State of New Jersey, Mr. Phil Murphy



“For more than 30 years, New Jersey’s sister-state partnership with Israel has greatly benefited all of our people. We are proud to serve as the North American home for a growing number of Israeli companies and Israel’s entrepreneurial spirit and start-up culture is closely aligned with our efforts to build New Jersey’s innovation economy. And the partnerships established between Rutgers University, the New Jersey Institute of Technology, and New Jersey City University with leading academic institutions in Israel will surely open more eyes to the promise of tomorrow. One of the driving forces behind this progress has been the New Jersey-Israel Commission, which has meaningfully deepened our cultural, educational, and economic partnerships. These are just a few of the many reasons why I chose to visit Israel in my first international trade mission as Governor, and they are why I remain committed to deepening this vital relationship.”
Phil Murphy, Governor of the State of New Jersey

Photo:

Governor Murphy (right) shakes hands with Dr. Eyal Zimlichman, Chief Medical Officer and Chief Innovation Officer, Sheba Medical Center (left), during a ceremony in Jersey City, New Jersey on October 22, 2021. The event followed an announcement that Sheba, based in Tel HaShomer, Israel, will become the first international tenant at an upcoming facility in Liberty Science Center and create a futuristic hospital simulation space.

Ensuring future generations learn the lessons and legacies of the Holocaust



Holocaust Resource Center entrance, Stockton University

Since its opening in 1971, **Stockton University** (then known as **Stockton State College**) has been in the forefront of addressing diversity, human and civil rights and this is exemplified by its commitment to Holocaust and Genocide Studies. Hundreds of students at 30 area high schools each year study the Holocaust and other genocides in Stockton Dual Credit Courses. “The Stockton undergraduate minor in Holocaust & Genocide Studies offers 26 courses and combined with the Master of Arts in Holocaust and Genocide Studies ensures that future generations learn the lessons and legacies of the Holocaust” explained Gail Rosenthal, Director of the Sara and Sam Schoffer Holocaust Resource Center.

Amsterdam. The Center also hosts a Holocaust survivor USC Shoah Interactive Biography and each year some 75 in-person and virtual tours are provided to school and community groups. The Holocaust Survivor Writing as Witness Project has published 75 memoirs of local survivors.

A new digital archive of Holocaust survivors from southern New Jersey is under development. It will focus on survivors who came primarily from Poland, Lithuania and Germany to begin their new lives in America by establishing poultry farms in southern New Jersey. To date, over 1,400 area Holocaust survivors are documented with more than 300 poultry farms run by survivors. “We have been inter-



Gail Rosenthal teaching a Holocaust class

Sara and Sam Schoffer Holocaust Resource Center programs are made possible through the generous support of Holocaust survivors and their families and others. The center - which attracted more than 10,000 people in 91 programs in 2021 - offers educator workshops, community programs, and resources. “Every year Stockton partners with Yad Vashem International School for Holocaust Studies to host the Wally and Lutz Hammerschlag Summer Educator Seminar,” Rosenthal highlighted. “In addition, many Israeli scholars of the Holocaust have been visiting professors at Stockton, including Dr. Yehuda Bauer.”

viewing survivors and their descendants and welcome others to contact us at gail.rosenthal@stockton.edu with any information they may have about Holocaust survivors from southern New Jersey,” Rosenthal said.

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The Holocaust Resource Center has an exhibition dedicated to the Righteous Among the Nations rescuers who risked their lives to protect the Ullman family in



New Jersey and Israel relations will surge to new highs in 2022

“When it comes to Israel Relations, New Jersey is very unique. Out of all 50 states in America, we are the only one that has an office working exclusively with Israel and that is the **New Jersey - Israel Commission**” said Andrew H Gross, the Executive Director. The Commission, which is part of the New Jersey Department of State, was established in 1989 with the aim to foster economic, scientific, educational and cultural ties with the State of Israel.



Andrew H Gross Executive Director of New Jersey-Israel Commission

Gross believes that New Jersey and Israel are not just similar when it comes to size and population, but the economies, cultures and societies are very well aligned too. “We both have innovation economies with a lot of technology and many leading global companies. In addition, the connection between our communities is allowing an incredible

rate of exchange between us” he explained. Indeed, New Jersey has one of the largest Jewish communities in the world and this has helped accelerate investment and business from Israel, as New Jersey, out of all Northeast states, receives the second most foreign direct investment from Israel, with New York being number one. “I understand why New York, based on its size, is the top recipient of Israeli investment, but for New Jersey to come second it’s a huge achievement.”

Collaboration with Israel is based mainly on Innovation and Technology and this is being further split into two sectors; private and academic. “The agreements that we’ve signed over the past year and a half have really been transformational, especially in the academic field between leading universities from both sides. Collaborations in the private sector are expected to follow and I think Cybersecurity and Maritime Innovation, particularly addressing the logistics challenges the world is facing, will be interesting sectors to watch.”

New Jersey sees Israel as one of its top business partners and the potential for 2022, especially as both states exit the COVID19 pandemic, is enormous. “We returned last November with Choose New Jersey from a very successful visit to Israel where we met with leading entities and signed many agreements. It was a pleasure to see that there are a lot of companies from Israel that are really interested to move to New Jersey for their expansion in the United States” highlighted Gross. “Based on our new trade and investment fig-

NJ-Israel Trade Statistics	2020	2021	+/-
Trade Volume	US \$1.33 billion	US \$1.55 billion	+16.2%
NJ Exports to Israel	US \$327 million	US \$461 million	+41%
Israeli imports to NJ	US \$1.01 billion	US \$1.09 billion	+8%
Ranking of Israel among NJ’s export partners	24th	22nd	+2 places

Since Gov Murphy’s Administration	+/- since 2018
FDI from Israel	+400%*
Job Creation from Israeli investments	+1120 new jobs**
Overall Trade with Israel	+US\$ 311 million

* represents 78% of all recorded Israeli FDI since the beginning of FDI Markets records being kept in 2003
** represents 69% of all Israeli FDI-related job creation since the beginning of FDI Markets records being kept in 2003

ures, I think 2022 is going to be a very good year for New Jersey - Israel relations as we work hard and receive a tremendous amount of support, friendship, and solidarity from our Governor, our Secretary of State and the Israeli Consulate in New York. The Israeli government has also recognized how strong this partnership is, and they are pushing forward as well. Both sides know what the potential is so we need to seize the opportunity now and continue to deliver great results in strengthening existing partnerships, expanding them and seeking new opportunities for 2022 and beyond,” Gross concluded.

<https://nj.gov/state/njic.shtml>



New Jersey emerges as a leading US innovation and business hub

New Jersey is unrivaled by nearly any state in the nation in terms of its many advantages for businesses and families looking for opportunities for growth and a desirable quality life. The state is the undisputed leader in education, boasting the number one ranked public school system in the nation and one of the most highly educated, skilled, and diverse workforces in the United States, and it is also home to several nationally-ranked universities.

In addition, New Jersey provides unmatched access to one of the most concentrated and affluent consumer markets in the world. From the beautiful Jersey Shore to thriving cities, the Garden State offers the best quality of life. “Our vibrant arts, sports, entertainment, foodie scene and state parks place New Jersey in a league of its own. We also lead the nation in sports betting revenue; we’re on track to become the capital of the American offshore wind industry; lifesaving biotech and life science discoveries are emerging from our labs; and the film & television industry continues to choose our state for multi-million-dollar productions” pinpoint-



Tim Sullivan CEO of NJEDA

ed the CEO of **New Jersey Economic Development Authority (NJEDA)**, Mr. Tim Sullivan.

New Jersey is the ideal hub for Israel’s innovative companies, as the state quickly develops the most diverse and inclusive innovation ecosystem in the US. According to PitchBook, the state ranks ninth in the country based on venture capital dollars in-

vested per state. Pitchbook also notes that New Jersey innovation-focused companies secured \$5.5 billion in 219 venture capital deals in 2021. “The NJEDA offers a comprehensive suite of programs designed to foster equitable entrepreneurship and create the most diverse innovation ecosystem in the country” explained Sullivan. “This includes programs that support angel investors, incubators, accelerators, and co-working spaces, and a widely known program that allows companies to sell their losses for tax credits. New Jersey is also creating the **New Jersey Evergreen Fund (NJEF)**, which will leverage public and private funds to invest in New Jersey-based companies” he added. The NJEDA will also launch the **New Jersey Green Fund** soon to stimulate private sector investment in clean energy and provide direct economic benefits to New Jersey residents such as good jobs and lower energy costs. Additionally, **NJ ZIP** offers vouchers to help businesses and institutions in the greater Newark, Camden, New Brunswick, and Shore areas offset the cost of purchasing new, medium-duty zero-emission vehicles. “These robust enhancements to the NJE-

DA’s suite of resources, combined with the state’s many assets, make New Jersey the ideal landing spot for Israeli innovation startups looking to expand into the United States” assured the CEO.

As NJEDA’s economic development partner ChooseNJ points out on its website, a New Jersey-based company can reach 38 million consumers within a two-hour drive. Israeli manufacturers can benefit from the state’s prime location and tap into a high density of suppliers, distributors, and retailers along the supply chain. “Israeli companies looking to establish in New Jersey can also benefit from the state’s world-class research universities, proximity to major pharmaceutical giants, a talented and qualified STEM-focused workforce, and easy access to major, international airports. We invite innovative companies from Israel to explore these opportunities, scale-up and expand in the US through the State of New Jersey” Sullivan concluded.

www.njeda.com
www.njeda.com/evergreen/
www.njeda.com/njzip/

The world’s largest startup development program invites Israeli innovators to set up in New Jersey and expand in the US

SOSV’s HAX is the world’s longest standing and largest venture capital (VC)-backed startup development program for early-stage hard-tech startups globally. HAX develops and supports industrial, health, and consumer hard-tech startups, with a special focus on decarbonization, industrial manufacturing, energy transition, human health, and securing supply chains.

“SOSV’s HAX deep-tech startup program in the US—a joint investment between the New Jersey Economic Development Authority (NJEDA) and SOSV—will bolster the already-booming New Jersey startup and innovation ecosystem. The NJEDA intends to invest \$25 million into HAX LLC and SOSV plans to commit to take 100 companies through the HAX program over the next five years and invest \$25 million in these startups,” explained Garrett Winther, Partner at HAX. “SOSV will continue to support companies with tens of millions of dollars in follow-on financing as they grow.

In mid-2022, HAX plans to open a 30,000-square-foot HAX facility in Newark, which will include workshops, labs, testing equipment, and other



Garrett Winther Partner at HAX

commercialization resources,” he said.

The already strong economic ties between New Jersey and Israel will benefit HAX as it continues to attract founders to our startup development program. “Israeli startups that participate in the HAX startup development program can benefit from the in-depth knowledge and vast networking opportunities that HAX offers to startups in the decarbonization, digital manufactur-

ing, automated supply chains, and industrial infrastructure sectors,” assured Winther. The New HAX location in Newark is currently **accepting applications** from early-stage startups focused on industry 4.0, decarbonization, human health, and climate tech. Each year, upon entering the six-month HAX program in Newark, 15-20 startups will receive a \$250,000 initial investment. These founders will work with an in-house team of experts made up of developers, engineers, designers, and investors. In addition to 180-days of hands-on development, the HAX curriculum will provide these startups with tools, technology, and resources to get their products to market faster and set them up for greater long-term business success. “New Jersey’s incredible talent pipeline, which includes best-in-the-nation public schools and a vast network of colleges and universities is already a strong selling point for HAX startups looking to attract top talent when they remain in the Garden State,” highlighted Winther. HAX works with companies from every corner of the world, including Israel, to develop and bring to market next generation hard tech. “Our global footprint, now expanding with our largest location in Newark, will

enable more international companies to land quickly in the United States and be a part of the growing megatrend of re-industrialization and decarbonization in the US. Israel is a uniquely capable hub with a wide range of robotics, infrastructure, and deep technology startups that would be perfect to join HAX in Newark to enter the US for customers, research and development, and further investment,” he concluded.

HAX was recently approved to participate in the NJ Accelerate program. Through NJ Accelerate, the NJEDA matches investments made by an approved accelerator into startups that locate in New Jersey within six months after graduating from the participating accelerator’s program. NJEDA’s match will be in the form of a direct loan up to \$250,000. A five-percent match bonus is available for companies that are certified as women- or minority-owned in New Jersey. The NJEDA will also provide rent support for up to six months if a company locates in an approved NJ Ignite collaborative workspace.

<https://sosv.com>
<https://hax.co>