

**access** |'ak'ses| noun  
the right or opportunity to use or benefit from something

**bridge** |brij| noun  
something that makes a physical connection between two other things

**business** |'biznis| noun  
the practice of making one's living by engaging in commerce

**partner** |'pärtner| noun  
a person who takes part in an undertaking with another or others, esp. in a business or company with shared risks and profits

**job** |jəb| noun  
a paid position of regular employment

**ALL WORDS HAVE MEANING.  
BUT ONE WORD MAKES  
THEM ALL MEAN MORE.**

**profit** |'prəfit| noun  
a financial gain, esp. the difference between the amount earned and the amount spent in buying, operating, or producing something

**success** |sək'ses| noun  
the accomplishment of an aim or purpose

**investment** |in'ves(t)mənt| noun  
a thing that is worth buying because it may be profitable or useful in the future

**entrepreneur** |'ɛntrəprə'noʊr; -'nər| noun  
a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so

# action

['ak sh ən]

noun

the process of doing something, typically to achieve an aim

The Michigan Israel Business Bridge (MIBB) was formed to put words into action.

## Action to:

- facilitate business **partnerships**
- attract **investment**
- provide **access** to markets and
- foster **growth** and **expansion**

In both Michigan and Israel.

## Why the Michigan-Israel Business Bridge?

The MIBB was formed to enhance business connections between two partners for the benefit of both. By:

- connecting individuals
- facilitating business relationships
- providing access to markets and business opportunities and
- collaborating with government agencies and economic development organizations

The MIBB will bring Israel business to Michigan, and Michigan business to Israel.

## Why Israel?

Israel boasts more than 3,000 high-tech companies centered in industries including the life sciences, homeland security, alternative energy, water and agro-technology.

Israel has more engineers and scientists per capita than any other country in the world and holds the third highest number of U.S. patents per capita of any other nation.

Israel is a destination for the world's leading and most successful investors – like Warren Buffett – looking for the opportunities that will shape the future.



"Israel is home to some of the smartest people in the world, with more engineers and scientists per capita than any other country. By opening our state's doors and offering our state's resources to them through the Michigan Israel Business Bridge, we're giving ourselves a competitive edge in today's global economy. MIBB has done an excellent job in presenting us with several Israeli companies interested in a U.S. presence, and we are actively pursuing these opportunities. It's a win for everyone."

**Matt Dugener**

CEO, Lansing Economic Area Partnership

"For quite some time we tried to explore business opportunities in...Michigan. We found that it is quite a complicated process.... There is no doubt MIBB opened the doors for Senso-Optics, and I would not be able to reach these contacts without their help."

**Reuven Katz**

Co-Owner, Senso-Optics, Israel

"The dedication, professionalism and level of care which MIBB exhibited was amazing and second to none...Presenting the Israeli participants with the opportunity to meet giants like Ford, Magna Steyr, Takata, Aisin Seiki, Visteon, Yazaki and others is no small feat...."

**Uri Pachter**

Business Development Manager, Automotive & Subcontracting,  
The Israel Export and International Cooperation Institute



## Why Michigan?

Michigan is the hub of the U.S. and global auto industries. And it expands opportunity each day with advances within the new economy — advanced manufacturing, life sciences, homeland security, alternative energy and water technologies.

Michigan promises to be a center for high-tech collaboration as the home to world-class research institutions, including the Univ. of Michigan, Michigan State Univ., Wayne State Univ., and the Van Andel Institute.

Michigan's increasingly diversified economic base, research capabilities, access to world markets and tremendous quality of life make the state a destination for investment and business growth.



## About the Michigan Israel Business Bridge

The MIBB, a non-profit 501(c)(6) organization, was established to facilitate business and investment opportunities between Michigan and Israel for the benefit of both.

MIBB will attract Israeli businesses to Michigan with the aim of establishing a presence in the state.

MIBB will serve as a catalyst for Michigan companies and investors seeking access to the Israeli marketplace.

## Why join?

Become a member of MIBB and:

- Gain access to business opportunities facilitated by MIBB
- Join an exclusive network of investors, business leaders and entrepreneurs seeking opportunities in the Michigan-Israel partnership.

For more information about MIBB and how to become a member, visit:

**[www.michiganisrael.com](http://www.michiganisrael.com)**

