FOR IMMEDIATE RELEASE
Sept. 19, 2005

CONTACT: Marie Condron
213.580.7532;
213.925.9605 cell
mcondron@lachamber.org

*** MEDIA ADVISORY ***
“DOING BUSINESS WITH ISRAEL” BRIEFING TO HIGHLIGHT
BILATERAL TRADE OPPORTUNITIES

BIRD Foundation head to keynote Sept. 20 event

WHO: Shai Aizin, Consul for Economic Affairs, Economic Mission of Israel in Los Angeles
Dov Herschberg, Executive Director, The BIRD (Israel-U.S. Binational Industrial
Research and Development) Foundation
Noam Lotan, President and CEO, MRV Communications

WHAT: Doing Business with Israel: Trade and Business Briefing (sponsored by the BIRD
Foundation, MRV, City National Bank, Loeb & Loeb)

WHEN: Tuesday, Sept. 20
Noon-2 p.m.

WHERE: Los Angeles Area Chamber of Commerce
350 South Bixel St., Los Angeles, CA 90017

WHY: Underscoring the importance of bilateral trade between California and Israel, the seminar
will promote and educate the business community on available opportunities for major
industries. In 2004, the 1985 U.S.-Israel Free Trade Agreement, accounted for $23.7
billion in binational trade. Israeli imports to the U.S. in 2004 reached $14.5 billion, a 311
increase from 1985. On the flipside, U.S. exports account for roughly one quarter of all
Israeli imports, with a value of more than $9 billion, making Israel the 19th largest export
market for U.S. goods and services. Keynote Speaker Dov Herschberg, director of The
BIRD Foundation (Israel-U.S. Binational Industrial Research and Development), will
discuss the foundation’s mission to stimulate, promote and support industrial research
and development of mutual benefit to the US and Israel.

# # #

The Los Angeles Area Chamber of Commerce, with more than 1,450 members, represents the interests of
business in LA County. Founded in 1888, the Chamber promotes a prosperous economy and quality of
life in the Los Angeles region. For more information visit www.lachamber.org.