



Boosting economies of Texas and Israel by connecting businesses to explore new market opportunities.

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NEWS

Texas-Israel First Annual “Cleanovation Conference” an International Success

AUSTIN, TX, March 8, 2010 — With more than thirty companies from Israel in attendance, and a little over 200 attendees, the first annual Texas-Israel Chamber of Commerce “Cleanovation Conference” in Austin, TX was a resounding success.

The one-day conference, hosted at the downtown Hilton Hotel, focused on establishing relationships between Israeli and Texas organizations by providing ample networking time in between presentations from local and international cleantech experts. Prominent participants from the corporate world such as Waste Management, Shell, and IDE interacted with other innovators as well as with the Texas General Land Office Commissioner Jerry Patterson, Lieutenant Governor, David Dewhurst, and Dr. Eli Oppen, Chief Scientist of Israel. “This conference surprised all of us” stated Booky Oren, Executive Chairman, Miya – Arison Group, Chairman of WATEC Israel. “The caliber of discussion, and strong showing of both Israeli and Texas companies reinforced our belief in the mutually beneficial relationships that will result from our combined knowledge and desire to collaborate” he continued.

As the first conference of its kind, attendees raved about the relevant topics and speakers, networking opportunities, and collaborative atmosphere in support of bringing Israeli and Texas organizations together for cleantech. Attendees seemed particularly pleased with the meeting room set aside for one-on-one meetings, and took full advantage throughout the day. Video interviews can be viewed at: <http://texasisrael-cleantech.org/cleanovation/videos/> **Sponsors** included: Greenberg Traurig LLP, IDE Technologies Ltd., Waste Management, Becker & Associates Consulting Inc, Global Water Group inc, 21 Ventures, Applied Nanotech, Inc, and getaroom.com. **Organizers included:** Texas-Israel Chamber of Commerce, Government of Israel Economic Mission to the South, and Austin Chamber. Special thanks to the Texas Governors Office, City of Austin, Israel Export Institute’s Machon Hayetsu, and the JCCA.

Accolades include;

“We are thrilled to have participated in the Texas-Israel Cleanovation conference. There were numerous high-quality entities in attendance, we had relevant meetings for our portfolio companies and see a large opportunity for business to evolve between Texas and Israel” – Jack Levy, Partner, Israel Cleantech Ventures



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"The Cleanovation Conference is now a do-not-miss event which exceeded our expectations. It provided my team with important relationship-building opportunities, access to fresh ideas and was well-worth our participation. The presence of Lt. Governor Dewhurst and other leaders reinforced the strength of the

*event as did the quality of the approximate 100 corporate attendees." – Jon Shapiro, CEO & Founder,
Texas Institute for Sustainable Technology Research*

"What an amazing job you have done putting this excellent event together! I am delighted we have had the opportunity of taking part in this outstanding conference, and I look forward to keeping in touch and working together."

"Truly significant conference and great achievement, especially for a 1st year Conference."

"Having this many Israeli companies flying in from Israel for one conference is unprecedented..."

"I just wanted to thank you all for an amazing event. Kol Hakavod!! It was one of the best networking events that I have ever attended. Special thanks to Arie and team as the Israelis say: Chapeau."

"Thank you for your excellent conference. Very well arranged and amazing show-up."

Market significance is yet to be determined, but based on initial interest, Texas may soon find itself as headquarters to several Israeli organizations looking to expand into North America. Stay tuned...

About Texas-Israel Chamber of Commerce

Formed in April 2007, the Texas-Israel Chamber of Commerce is a private, not-for-profit business organization whose aim is to boost the economies of Texas and Israel by helping members develop important business relationships and to explore new market opportunities. Texas is Israel's third largest American trading partner, with a growing volume of trade consisting of medical devices, communications/IT, nanotechnology, cleantech, Homeland Security/Defense products and systems, venture capital initiatives, computer-related hardware and software, biomedical products, electronic data transmission, telecom and cable television. Visit www.texasisrael.org and www.texasisrael-cleantech.org for more information.

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