



Los Angeles Area  
Chamber of Commerce

**FOR IMMEDIATE RELEASE**  
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**\*\*\* 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 19<sup>th</sup> largest export market for U.S. goods and services. Keynote Speaker Dov Hershberg, 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.

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*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](http://www.lachamber.org).*