

BIRD

Israel-U.S.

Binational Industrial Research
and Development Foundation



**MADISON REGION
ECONOMIC PARTNERSHIP**

You're Invited to a Funding Seminar with

US-ISRAEL Binational Industrial R&D (BIRD) Foundation

Hosted by Madison Region Economic Partnership (MadREP)

May 5, 2015 | 1 - 4:30 PM
MG&E Innovation Center | Room 50
510 Charmany Drive | Madison, WI

Learn about a \$1M funding opportunity for a technology collaboration through the US-Israel Binational Industrial R&D (BIRD) Foundation.

The [BIRD Foundation](#) offers up to \$1M in grant money for local companies and researchers working with a company in Israel or looking to partner with one.

MadREP -- the BIRD Foundation's Wisconsin partner -- invites you to participate in an informative session featuring a case study by recent BIRD funding recipient Virent, as well as an opportunity to meet with a BIRD representative.

Topics will include:

- Project eligibility and the application process
- Details on what a successful project/collaboration looks like
- How BIRD can assist in helping companies find an Israeli partner
- Examples of successful projects in a variety of industry sectors
- A local case study from Virent, including the company's recognized benefits, recommendations, and best practices for Israeli collaboration

Seminar Agenda | May 5, 2015 | 1 - 4:30pm

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| 1-1:10pm | Welcome and Opening Remarks
Paul Jadin, President, MadREP
Michael Schmitt, Executive Director, America-Israel Chamber of Commerce Chicago |
| 1:10-1:30pm | Overview of Israel's Technology Ecosystem
Ari Rokni, Director, Business & Trade Development, Government of Israel Economic Mission to the Midwest |
| 1:30-2pm | Overview of BIRD Funding and Submission Process
Andrea Yonah, US East Coast Representative, BIRD Foundation |
| 2-2:30pm | Presentation by Local BIRD Grant Recipient
Andrew Held, Senior Director, Deployment and Engineering, Virent, Inc. |
| 2:30-2:45pm | Update on Foreign Trade Zone
Michael Gay, Senior VP of Economic Development, MadREP |
| 2:45-3pm | Q&A |
| 3-4:30pm | Individual Meetings with BIRD Representatives Andrea Yonah and Ari Rokni (<i>advance sign-up suggested</i>) |

Please RSVP by May 1.

To RSVP and sign-up for an individual meeting, please contact Linda Hext at lhext@madisonregion.org or 608.443.1962 by May 1.