

DOING BUSINESS IN ISRAEL & THE MIDDLE EAST



Presented by
Sherwin Pomerantz, President
Benjamin Dansker, Vice President
Atid EDI Ltd.

March 15, 2010
11:45 – 1:00 PM
Capitol Club
125 South Congress Street
Jackson, MS 39201
Cost: \$20, includes lunch



- Learn why Israel is the US' 20th largest export market
- Find out how to take advantage of the free trade agreement with Israel
- Understand why Israel has more startup companies than Europe combined
- Hear about opportunities throughout the Middle East for MS exporters
- See why the region was hardly affected by the current economic downturn
- Receive suggestions on establishing or increasing sales to this region



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BIBLIOGRAPHIES



Sherwin Pomerantz, President and Partner, immigrated to Israel in 1984 from Chicago, where he was president of Controls for Industry, Inc. Prior to founding Atid E.D.I., he served as vice president of Luz Industries Israel Ltd., where he had senior management responsibility for operations, policy development, public relations, administration and international relations. Sherwin currently serves as Chair of the American State Offices Association (ASOA) of Israel. He is a member of the Management Committee of the Israel-America Chamber of Commerce and the Israel Life Sciences Industry association. He also serves as a member of the Board of the Committee for the Economic Growth of Israel. Born in New York, Sherwin earned a B.S. from New York University, an M.S. from the University of Illinois and an MBA from Northwestern University. Sherwin is fluent in English and Hebrew.



Ben Dansker, Partner, was born in Boston and worked in urban and strategic planning for U.S. health care and information systems sectors. After immigrating to Israel in 1984, he worked in business planning and financial analysis for a solar energy company. Ben's expertise includes project planning, strategic planning, economic analysis, organizational development, business plan preparation and business writing. He has extensive experience in all facets of managing small to mid-size organizations. Ben received a B.A. from Emory University and an M.A. in urban planning from Harvard University. Ben is fluent in English and Hebrew.

EDI is a team of economic, research, trade development and planning professionals, largely trained in the US and who understand the nuances and business climates in North America, Israel and the surrounding region. Since 1991, **EDI** has provided a wide array of clients with specialized research, intelligence, access and strategies that facilitate the complex interaction of business entities from different countries.