

Have your company/organization represented in the Ohio Booth at the January 19-20, 2011 Arava MoPatuach and/or March 2-3, 2011 AgroMashov Agricultural Tradeshows, Israel



The purpose of the Ohio booth at the Israel agricultural tradeshows is to assist Ohio agribusinesses establish business contacts and prospective business partners in Israel. The Ohio agriculture booth will give participants the exposure needed to attract international buyers and the opportunity to explore international markets.



The Ohio booth is sponsored by the Ohio-Israel Agriculture Initiative of the Negev Foundation with the support of the Ohio Department of Agriculture, the Ohio Department of Development's Global Markets Division, and its Eastern Mediterranean Regional Office.

Why Participate in the Ohio Booth at the Israeli Tradeshows?

Arava MoPatuach 2011: is an agriculture open day and tradeshow (www.arava.co.il/haklout/opnday11/main_openday.htm) with 180 exhibitors and 20,000 visitors expected.

AgroMashov 2011: is one of the largest international agriculture tradeshows in the Middle East (www.mashov.net) with 20,000 visitors expected from around the world.

- **One-of-a-kind Opportunity:** The Ohio booth is a unique exhibit of Ohio agribusinesses and organizations.
- **Representation:** Attendance in the Ohio booth at the tradeshows is highly recommended. However, Ohio companies and organizations that can not send their reps will be represented by Ohio-Israel Agriculture Initiative (OIAI) professionals, eliminating the need to travel personally to the tradeshows.
- **Exhibitor Listing:** Ohio companies and organizations completing their registration by November 30, 2010 (for Arava MoPatuach 2011) and December 31, 2010 (for AgroMashov 2011) will be included in the tradeshows exhibitors list.



Space is limited. Potential participants are encouraged to register early. Cost of being presented in the booth is \$200.00 per company or organization for one tradeshow and \$300.00 for both tradeshows.

For additional information and a registration form, please contact Sarah Horowitz, Program Director, The Ohio-Israel Agriculture Initiative of the Negev Foundation, at 216-691-9997 or Sarah@negev.org.

**The Ohio Israel Agriculture Initiative of The Negev Foundation
2121 South Green Road, Suite 210, Cleveland, Ohio 44121, www.negev.org**